

ELECTRICAL MERCHANDISING

MARCH • 1955

McGraw-Hill Publishing Co., Inc.
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A Special Report to the Trade

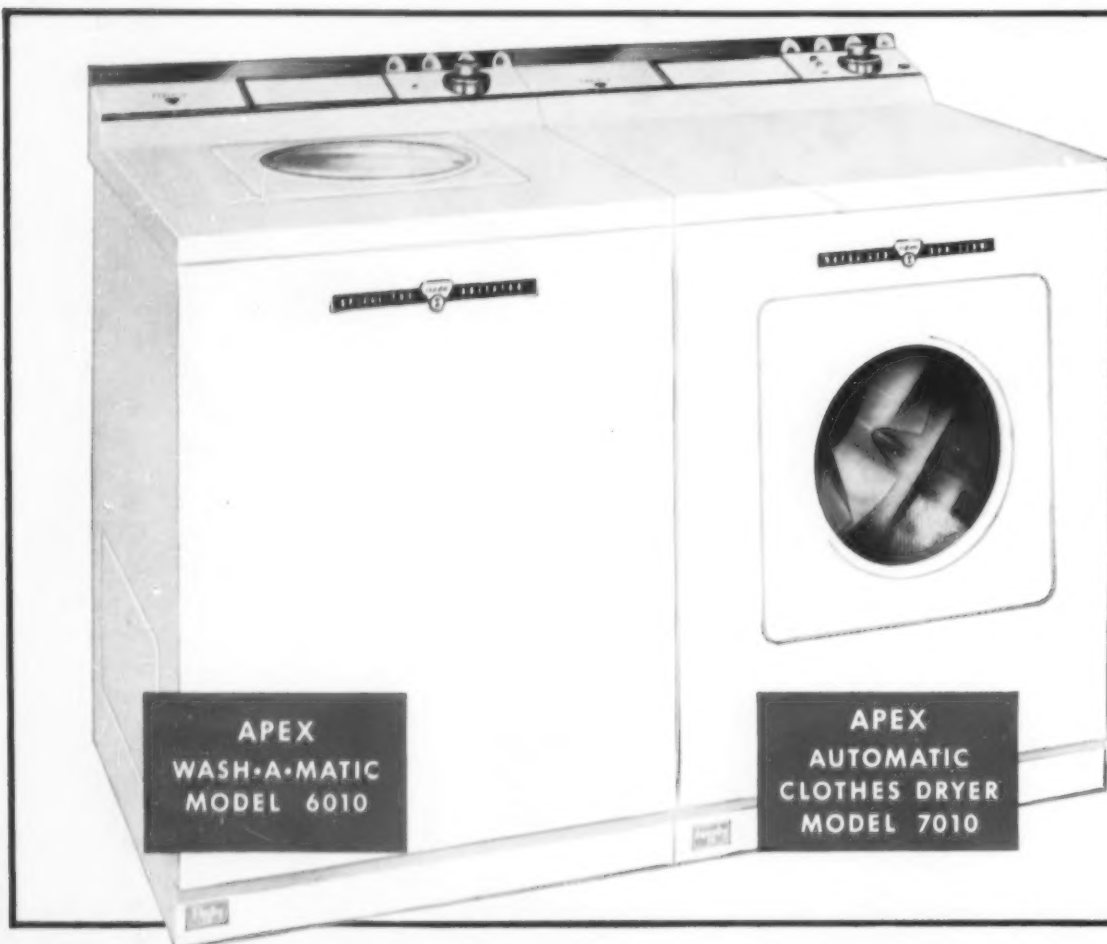
Selling Kitchens

EVOLUTION
INSTALLATION
DESIGN
FINANCING
COLOR
BUILT-INS



APEX DEALERS HAVE NO COMPETITION!

Completely different washing and drying methods
earn full-profit dollars, not starvation pennies!



**APEX
WASH-A-MATIC
MODEL 6010**

**APEX
AUTOMATIC
CLOTHES DRYER
MODEL 7010**

WASH-A-MATIC FEATURES

- Magic Cycle-Guide Lights.
- Patented Fibre-Glass Spiral Tub Agitator.
- Easy-to-read, easy-to-use control panel.
- Fastest complete cycle—only 27½ minutes.
- Requires only 11½ to 15 gallons of hot water per cycle.
- Continuous scum and curd elimination.
- Convenient top-loading, concave glass look-in lid.
- Illuminated interior.
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- Handy panel compartment for safe storage of small articles.
- Matches dryer perfectly—36" high (excluding control panel), 27" deep, 27" wide.

DRYER FEATURES

- Heat Selector Guide Lights.
- Heat Selector Controls (Hot, Medium or Warm with Tumble; Warm without Tumble; Tumble without Heat).
- Timer Dial to select and control drying time.
- Overhead radiation; efficient vacuum system for safe, fast, more thorough drying.
- Safety thermostat for completely safe drying.
- Large, glass porthole door, illuminated interior.
- Easy-to-use toe-tap door opener.
- Automatic safety switch shuts off dryer when door is opened.
- Safety reset button must be pressed to restart dryer after door is closed.
- Handy top-side lint trap for servicing ease.
- Convenient clean-out duct.
- No special adapter kit required for outside venting.
- Reversible door hinges for L. or R. opening.
- Matches Wash-A-Matic perfectly—36" high (excluding control panel), 27" deep, 27" wide.

WORLD'S NEWEST, MOST ADVANCED COMPLETELY AUTOMATIC LAUNDRY COMBINATION...FEATURE-PACKED FOR MORE PROFITABLE SELLING!

Never before have dealers had so many advanced and exclusive features—to promote, demonstrate and sell—as they have with the all-new 1955 Apex Wash-A-Matics and Automatic Clothes Dryers!

The only new washing principle in 40 years gets clothes fluffy-clean faster, safer, at lowest cost. Savings of 50% on hot water and detergents, 33% on electricity, 42% on fabric wear. And there's a safe, perfect drying method for everything from woolens to synthetics—Hot, Medium or Warm with Tumble; Warm without Tumble; Tumble without Heat.

In today's competitive market, you need the features and the glamorous, ahead-of-the-field matched styling that only the new Apex Automatic Laundry Combination can give you to make more full-profit dollars. Investigate the advantages of holding an Apex Dealer Franchise now!

OVER 235% MORE WASHING SURFACE!



**APEX FIBRE-GLASS
SPIRAL TUB AGITA-
TOR HAS 761 SQUARE
INCHES OF WASHING
SURFACE**

The entire tub with its 8 ribs agitates the clothes all the time!



**ONLY 321 SQ. INCHES
OF WASHING SURFACE
ON ORDINARY BLADE-
LIKE VANE AGITATORS
IN MOST AUTOMATIC
WASHERS**

Call your APEX DISTRIBUTOR
or write for complete details now!

APEX HOUR-SAVING APPLIANCES

THE APEX ELECTRICAL MANUFACTURING COMPANY
1070 East 152nd Street • Cleveland 10, Ohio



WASH-A-MATIC
CLOTHES WASHERS



AUTOMATIC
CLOTHES DRYERS



SPIRAL WASHER
WINDUP WASHERS



BUILT-IN APEX
BUILT-IN WASHERS



BUILT-IN APEX
BUILT-IN WASHERS



VACUUM-CLEANER



ELECTRICAL MERCHANDISING

A MCGRAW-HILL PUBLICATION

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Beginning Next Month—An authoritative series on successful small appliance service

Vol. 87, No. 3



ELECTRICAL MERCHANDISING



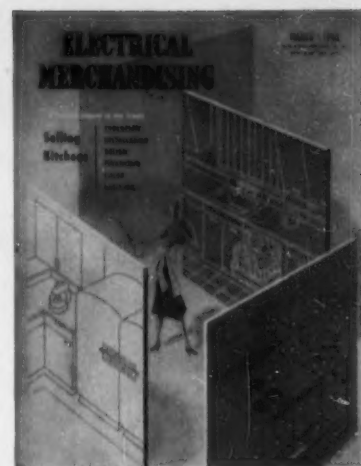
March, 1955

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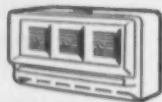
For a few are thinking



TELEVISION



RADIOS



ROOM AIR CONDITIONERS



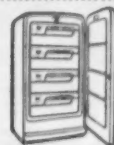
DEHUMIDIFIER



FROST-FREE REFRIGERATORS



SPEED ELECTRIC RANGES



UPRIGHT HOME FREEZERS



ELECTRIC WATER HEATERS

Selected Retailers who BIG about 1955!

An opportunity to team up with
Westinghouse—the fastest growing
leader in the appliance industry

LET'S FACE IT—the years ahead in this appliance business belong only to those who dare to think BIG . . . plan BIG . . . and sell BIG. This is the challenge of the future.

If you are one of those who think and plan and want to sell BIG, you could probably qualify as one of a few selected dealers soon to be invited to consider the important advantages of becoming an authorized Westinghouse Dealer.

Consider seriously this opportunity to team up with Westinghouse . . . for here is a company

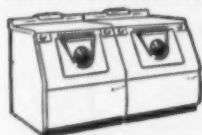
that is BIG in all ways . . . in its production facilities . . . in its thinking . . . in its merchandising and selling . . . a company that has been first in sales growth (804%!) since 1939.

With Westinghouse, you can think BIG . . . you can plan BIG . . . and, more important, you can sell BIG. Westinghouse and you can be that kind of a sales team. And the future need hold no doubts, no fears . . . only tremendous promise. Westinghouse Electric Corporation, Electric Appliance Division, Mansfield, Ohio.

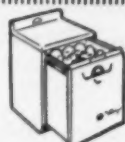


IF YOU are interested in joining the ranks of successful Westinghouse Retailers, we suggest you write today, in confidence, to Dept. D, Westinghouse Electric Corporation, Mansfield, Ohio, requesting a personal presentation of "The Westinghouse Story."

YOU CAN BE **SURE**...IF IT'S **Westinghouse**



AMERICA'S FAVORITE LAUNDRY TWINS



ELECTRIC DISHWASHERS



FOOD WASTE DISPOSER



ROASTER OVEN



FANS



VACUUM CLEANERS



STEAM OR DRY IRONS



ELECTRIC BLANKETS

EXTRA! EXTRA! EXTRA!

AVAILABLE NOW! CORY'S 2 GREAT 1955 HARDWARE WEEK SPECIALS!

Everybody knows CORY...Everybody wants CORY
Everybody will buy these CORY Specials!

FAMOUS
GLASS
COFFEE BREWER
by **CORY**

A big
\$4.50 VALUE
SPECIAL
RETAIL
FOR
HARDWARE
WEEK

\$2⁹⁵



Now you can offer your customers a famous 4-8 cup CORY Glass Coffee Brewer at a new low price! Features heat-resistant, taste-free CORY glass... easy-to-use, easy-to-clean CORY Glass Filter Rod... decorative new 4, 6, and 8 cup markings on decanter... heat-proof handle. Model DKG-S.



POPULAR
NICRO
COFFEE BREWER
by **CORY**
A REAL

\$11.50 VALUE
SPECIAL
RETAIL
FOR
HARDWARE
WEEK

\$8⁸⁸

Lowest retail price in history on popular Micro Stainless Steel Coffee Brewer. Won't chip, break, crack, or rust! Gives a lifetime of perfect coffee! With gleaming, taste-free stainless steel bowls... Flavor-Insurance stainless steel filter... 4, 6, 8 cup markings on decanter... heat-proof handle. Model 468-AS.

**FULL DEALER
& DISTRIBUTOR
PROFITS TOO!**

**Mail This Order Form
Today!**

CORY CORPORATION

221 N. La Salle Street
Chicago 1, Illinois

CORY CORPORATION

221 N. LaSalle Street, Chicago 1, Illinois

COUNT ME IN... I want to promote and sell the CORY extra special coffee brewers during 1955 Hardware Week.

Dealer _____
(PLEASE PRINT)

Address _____

City _____ Zone _____ State _____

SHIP ME the following:

_____ Model DKG-S Glass Brewers
(Quantity)

_____ Model 468-AS Stainless Steel Brewers
(Quantity)

(Authorized Dealer Signature)

My Distributor is _____

City _____
(Distributor Name)

Business Quick-Check	Latest Month	Preceding Month	Year Ago	THE SHORT TREND
SALES , appliances, radio-TV (\$millions)	290	296	320	DOWN ↘
DEBT consumers owe on appli.-radio-TV (\$millions)	293	283	291	BIGGER ↗
FAILURES of appli.-radio-TV dealers	31	26	31	MORE ↗
RETAIL SALES total (\$billions)	15.1	14.4	13.9	UP ↗
DEPT. STORE sales index (1947-'49 = 100)	117	116	107	UP ↗
PERSONAL INCOME annual rate (\$billions)	291.1	289.3	287.0	UP ↗
LIVING COST index (1947-'49 = 100)	114.3	114.6	114.9	DOWN ↘
SAVINGS of consumers, annual rate (\$billions)	18.9	18.4	21.5	UP ↗
HOUSING starts (thousands)	91.0	103.0	65.8	DOWN ↘
AUTO output (thousands)	659.5	642.0	456.8	UP ↗
UNEMPLOYMENT (thousands)	3,347	2,838	3,087	WORSE ↘

(Sources, in order: Dept. of Commerce, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

TRENDS

The swing to built-ins is just starting. And activity won't be confined to ranges, although there will be additional starters soon in this field. But look for a big spurt of activity in the refrigerator-freezer field. One manufacturer says that by the time the next Winter Markets roll around 75 percent of all refrigerator makers will have a built-in unit in their line.

That estimate may be high, but don't forget that the refrigeration industry has a double incentive to get into built-ins. The most obvious is the fact that built-ins of all kinds are "booming" right now. But equally important is the fact that the refrigeration industry has for years been bumping its head against a saturation rate which has held industry production at only a fraction of industry capacity. The obvious way to stimulate sales is to encourage replacement sales by offering something new. That accounts for the built-in water taps, juice dispensers, foil racks and so forth which have been featured on many units in the past year or so. Those innovations have worked within limits—but the availability of built-in refrigerators might very well hasten replacement at a much faster rate.

There will be other product innovations within the year. It's a good bet that additional washer-dryers will be introduced and that more and more firms will get into colored appliances. On the electronic end of the business don't overlook the introduction of transistorized radios and restyled clock radios with new functional features. Here, too, saturation provides a powerful stimulus to designers to come up with "something new."

Interest is continuing to grow in utility-sponsored re-wiring plans

designed to do something about the bottleneck of inadequate wiring.

There are now 20 such plans in operation. The four latest additions are in territories served by Pacific Gas & Electric, the North Central Electrical League, Union Electric and Monogahela Power Co.

The original re-wiring plans provided for payment of the work in monthly installments on the utility bill. But among the four above, only one provides for such payment, PG & E, for example, is using a "one contract appliance wiring finance plan" offered by five financial institutions in the area. North Central suggests four means of financing: FHA Title I loans, regular bank loans, the open end mortgage, or First Bancredit Corp's "Reddy Payment" plan which may be repaid through the utility office or on the monthly electric bill.

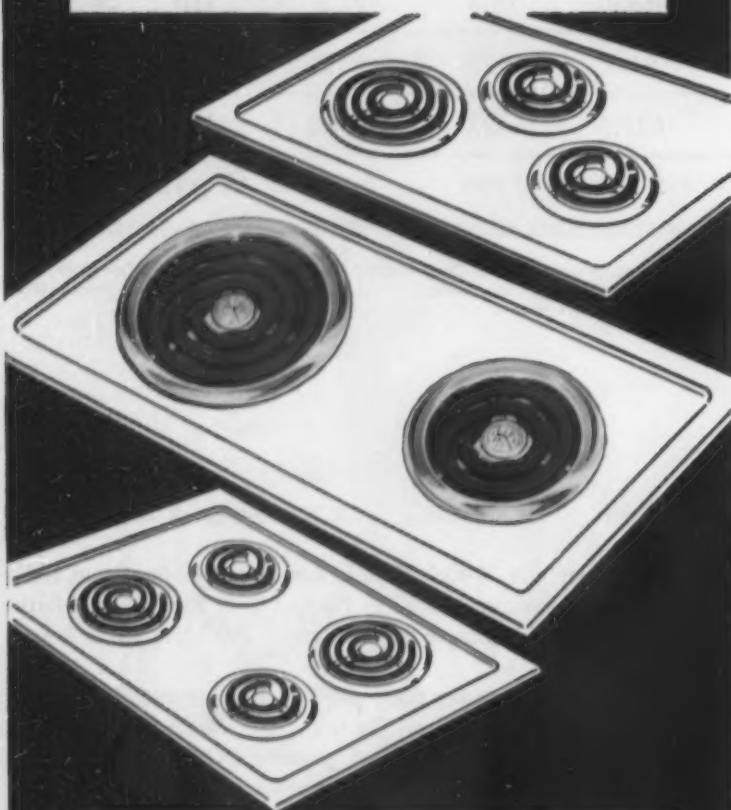
Appliance dealers who are still not sure of what all this means to them should take a look at a set of figures compiled by Pennsylvania Power & Light. The figures examine the potential appliance and lighting market in three homes. Home No. 1 has a 30-amp service with a capacity of 3450 watts; House II has a 3-wire, 60-amp service with a capacity of 13,800 watts; and House III has a 3-wire, 100-amp service with a capacity of 23,000 watts. The appliances and lamps which could be utilized in House I have a market value of \$1,110. In House II, these products have a market value of \$1,670. In House III, \$2,520.

There are strong indications that 1955 will be a good year for portable radios.

Two factors are behind this thinking. First, and most important

(Continued on page 6)

manufacturers of
CUSTOM RANGES
feature
Monotubes
2 to 1



There are good reasons for this overwhelming preference for MONOTUBES:

- Installation space is minimized.
- No extra drip trays are necessary.
- Removable MONOTUBE pans hold all the spillage.
- The sturdy and time-proven MONOTUBE Units themselves offer features women want—better cooking, easier cleaning, simplicity of operation.

TUTTLE & KIFT, INC.

A Subsidiary of **FERRAO** *Corporation*

1823 N. MONITOR AVENUE • CHICAGO 39, ILLINOIS

TRENDS (continued)

right now, the storms which hit the East Coast last year and left many homes without electric power brought home to many people the real value of having a portable radio in the house. It's probably true that the portable's most immediate appeal is for recreational listening—but if you can back this appeal up with a practical reason for buying the set you have a real sales story to tell the customer.

And don't overlook the interest which will be generated by the appearance of transistor-type radios which will operate for extended periods of time on extremely inexpensive batteries.

Home owners spent about \$7 billion in fixing up their property last year and about \$900 million of this was spent on household equipment (refrigerators, freezers, washers, dryers and ranges).

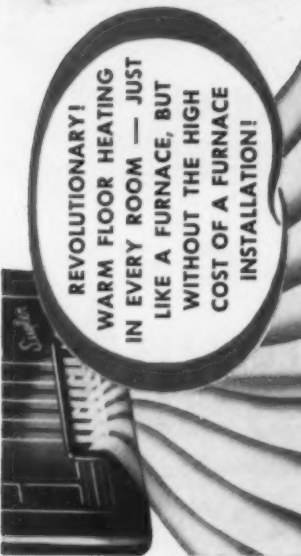
Those estimates are based on a five month study of the home alteration and repair market made last year by the Bureau of the Census. (The study itself covers only the five months from January through May but 12-month totals have been projected on the basis of these figures).

The survey indicates that the do it yourself market is really big — bigger in fact than most people had thought it to be. About half of the total expenditures were for equipment, the balance for monies paid to outsiders for contract work. This means, says the Bureau, that home owners bought materials to the extent of \$1.5 billion in five months. Most of these materials were installed by the householder himself. (In a few cases, the owner bought the material and then hired an installer but only about one-eighth of the money spent on contract expenditures was for labor alone—leading the Bureau to conclude that most of the materials purchased were installed by the home handyman.) End



"FIRST . . . WHAT'S THE PRICE WITHOUT TRADE IN?"

SIEGLER HEATER PATENTS MAKE YOU UP TO \$25,000 A YEAR PROFIT

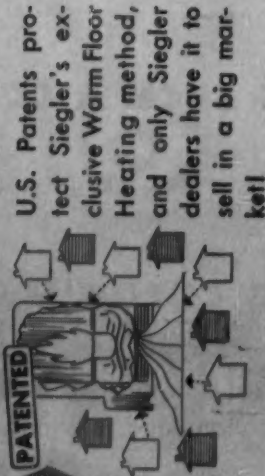


REVOLUTIONARY!
WARM FLOOR HEATING
IN EVERY ROOM — JUST
LIKE A FURNACE, BUT
WITHOUT THE HIGH
COST OF A FURNACE
INSTALLATION!

33 Sieglor Heater Dealers in 25 States, in just 2 seasons made over \$1,000,000 profit!

With a few hundred dollars you can base your business on Siegler's Patents and make a Fortune!

**YOU SELL ONE
PATENT PROTECTED LINE!**



U.S. Patents protect Siegler's exclusive Warm Floor Heating method, and only Siegler dealers have it to sell in a big market!

**THE
EASY,
SIEGLER
WAY**

**YOUR ADVERTISING BRINGS
'EM ONLY TO YOUR STORE!**



You get full benefit from Siegler's huge \$1,500,000.00 advertising program . . . prospects that are reached by you, must buy from YOU!

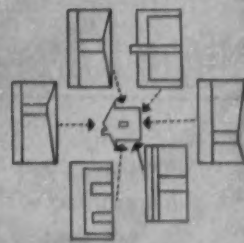
**YOU MAKE MORE-THAN-
DOUBLE PROFITS!**



With advertising at almost no cost to you, a small investment plus Siegler's patented performance will make you double profits and a Fortune!

NOW COMPARE THE MORE-THAN-DOUBLE PROFITS OF SIEGLER DEALERS WITH THE AVERAGE RETAIL OPERATION!

**YOU CARRY MANY "UN-
PROTECTED" ITEMS!**



Everybody fights for the same prospect in a crowded market!

**THE
HARD
WAY**

**YOUR ADVERTISING ALSO
HELPS YOUR COMPETITORS!**



Everybody sells the same type products . . . "Sure Sales" become "Shop-pers!"

**YOUR REWARD IS
SLASHED PROFITS!**



A large investment; small return; that's doing business the hard way!

LET US PROVE HOW SIEGLER CAN PUT YOU IN THE BIG MONEY — FAST!!
FOR FULL DETAILS CONTACT THE *Sieglor* HEATER CORPORATION, CENTRALIA, ILLINOIS

Only American Kitchens

and here's why

Only American Kitchens MEETS NEW KITCHEN TRENDS

WITH WOOD • COPPER • STEEL!

Only American Kitchens SELLS 100% OF THE MARKET!

25% of kitchens are steel

75% are wood

100% with *American Kitchens*

Only American Kitchens GIVES YOU THESE EXCLUSIVE
EASY-TO-SELL FEATURES!



SEAMLESS DRAWERS

One piece... baked
on enamel finish...
cleans as easily as
wiping a china bowl.



**15% LARGER
SINK BOWL**

Sparkling chrome
faucet mounted on
back splash eliminates
dirt catching back
ledge.



**ROTO-TRAY
DISHWASHER**

Rated best by independent
tests. Dishwasher sink and
undercounter models—
white or copper fronts.

Only American Kitchens OFFERS SUCH A COMPLETE LINE!

Sinks, dishwashers, waist-high ovens, built-in ranges, disposers, cabinets, accessories.

Only American Kitchens HAS NO COLOR MATCHING PROBLEMS!

"Pioneer" in wood, copper, steel or popular white all-steel American Kitchens
harmonize with all color combinations and appliances!

Only American Kitchens BACKS YOU WITH SUCH POWERFUL
ADVERTISING AND SALES PROMOTION!

Colorful full page ads in top national
magazines and newspapers. Special
displays... selling tools.



42" SINK ONLY \$59⁹⁵

New sink merchandising concept
... "Ready-to-assemble"... lowest price ever!



Boosts your sales 400%



WOOD
For Warmth
COPPER
For Charm
STEEL
For Strength

SO SELL
American Kitchens
CONSTRUCTED OF STEEL FOR LASTING APPEAL
Hottest Line in the Kitchen Industry!




American Kitchens, Dept. EM 355
AVCO Manufacturing Corp., Connersville, Ind.

Please have my nearest American Kitchens distributor contact me with full information on the American Kitchens line.

Name

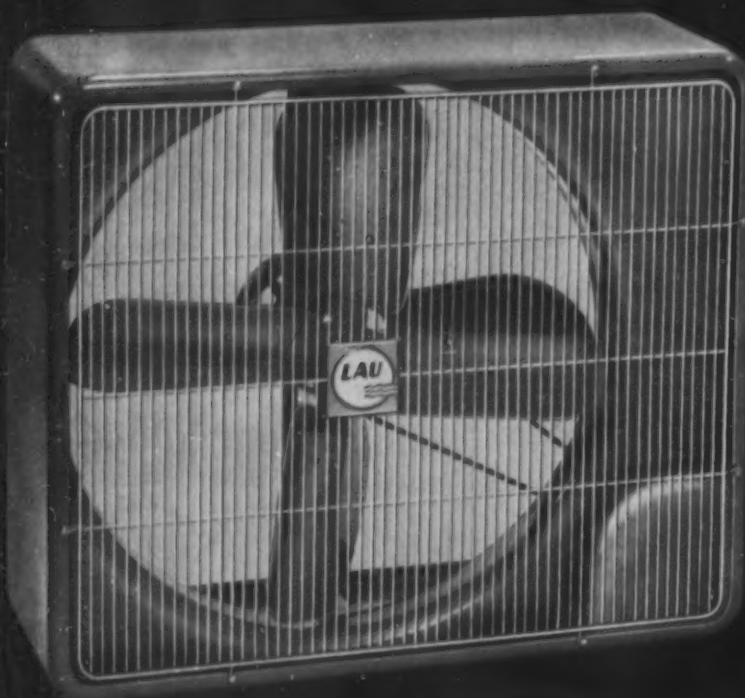
Street Address

City Zone State

AMERICAN KITCHENS DIVISION  CONNERSVILLE, INDIANA

LAU big fans with a big profit

(to cool a room or a home)



New LAU jumbo window Fans are graceful, beautiful, safe and powerful. They do a man-size cooling job in ANY home or apartment... and they're loaded with appeal... plus PROFIT! Three sizes... six models for selection. Give your customers the EXTRA benefits... offer them the fan that does the most. The extra comfort for your customers means extra profits for you. Help your sales people sell more... ask your fan salesman for LAU selling help. Write Advertising Dept. today for fan catalog LAU-682-3154.

A FULL FAN LINE FOR EVERY NEED



THE LAU BLOWER COMPANY

2005 HOME AVENUE • DAYTON 1, OHIO



They Sell Faster BECAUSE:

- They're Color-Harmony Matched
- Finished Surf Green Baked Enamel
- SAFE, finger-proof guards on exhaust side
- Rear guard available to match front guard
- Rubber feet... won't mar furniture
- 8 ft. white rubber plug-in cords
- Easily installed with a screwdriver
- Powerful, fully protected motors
- Thermal overload weather protection
- No interference with window operation
- Double ground and burnished shafts
- True balanced blades, sound-tested
- Reversible models for intake or exhaust
- Window hangers included with fans
- Metal side spacers with 22" and 24" fans
- All have 115 V, 60 cycle, AC motors
- LAU-PAK Lifetime Sealed Bearings in fan shaft

22"-24"-30" Belt Drive Beauties

Model 22-W... 22"

Exhaust single speed fan.

Model 22-WR2... 22"

Electrically reversible 2-speed model. Moves 3200 cfm at hi-speed.

Model 24-W... 24"

Exhaust single speed fan.

Model 24-WR2... 24"

Electrically reversible 2-speed model. Moves 4000 cfm at hi-speed.

Model 30-W... 30"

Exhaust single speed fan.

Model 30-WR2... 30"

Electrically reversible 2-speed model. Moves 6000 cfm at hi-speed.

Mort Farr Says . . .

This is What Appliance Salesmen Think of Their Jobs



I RECENTLY completed a survey of hundreds of the best retail appliance salesmen in the country. These men are employed by the finest retailers that I have encountered in my travels. They are representative of better than average appliance stores and their bosses are for the most part members of NARDA. They are inside men and outside men and represent a cross section from coast to coast.

WHAT MAKES THEM GOOD. This survey was an initial attempt to find out what makes a successful retail appliance salesman. I also tried to find out on a confidential basis what these men earn, what they think of the business and if they realize the great future in the appliance industry.

My first question sought to find out how long they had been in the appliance business and the answers disclosed that only 10% had been employed in our business for over 10 years, about 25% from 5 to 10 years and 65% had been employed in the selling of appliances for less than 5 years. In fact, over 10% had less than one year's experience.

YOU CAN'T TYPE SALESMEN. In an attempt to determine where the best men are obtained, I asked the salesmen in the questionnaire, "What did you do before being an appliance salesman?" Here we find no pattern. They ranged from out of school and out of the service through almost every kind of job from school teachers to bond salesmen. Neither their looks or their personality or previous experience seems to make any difference if they are willing to learn and to WORK.

The thing most wanted by these men was more security. They felt that not only should their future jobs be assured but that some sort of pension plan should be worked out so that they would be certain of a comfortable old age. Many of these men also indicated that, inasmuch as quite a bit of their time has to be spent calling on prospects and customers and that a car is absolutely essential for this purpose, employers should have some kind of a car allowance for retail salesmen. There was also an indication that some way to compensate a sales-

man who is taken ill or cannot work for a time be worked out.

THE PAY IS OK. Over 75% of the salesmen responding are compensated on a salary and commission basis; less than 5% are on salary and the balance are on straight commission.

The compensation paid these men responding was:

- 18% made \$3,000 to \$4,000
- 22% made \$4,000 to \$5,000
- 25% made \$5,000 to \$6,000
- 12% made \$6,000 to \$7,000
- 6% made \$7,000 to \$8,000
- 3% made \$8,000 to \$9,000
- 9% made \$9,000 to \$10,000
- 5% made over \$10,000 per year

About 80% said they worked both inside and out of the store, 10% work exclusively in the store and 10% work only on the outside.

TERMS AND TRADES. Some 95% of the respondents reported their store's terms were adequate to meet competition. In every case the men reported that their stores accepted trade-ins. In 98% of the replies the salesman said he is permitted to make his own appraisal. Many used the NARDA trade-in guide. Practically every man had a good word to say for the store's service department.

Only one man in all the replies did not work at night, 15% worked one night, 20% two nights, 35% three nights, 15% four nights and 15% more than four. It is not an easy way to make money, but the men were unanimous in liking their work. All agree that the business has a future. Some said "positive", others "best in the world". They seemed to agree that if they were to sell appliances, they were working for the right store.

THEY WANT TRAINING. In answer to the question "What can the industry do to make your job more attractive?", the most important reply by far was "sales training cooperation". As one put it, "Give us help instead of hell". It was simply amazing to find note after note describing the need for both basic sales training and product training. These salesmen

are eager and ready to learn more about selling and how best to present to their customers the product they sell. Many spoke of the need for films and regularly scheduled brush-up meetings. They do not feel that distributor salesmen and manufacturers' representatives are sufficiently informed about their products, particularly TV, where they indicate too much emphasis on brand.

THE BIGGEST COMPETITOR. The final question asked was, "Please tell us in your own way anything that is right or wrong or could be improved to make the appliance salesman more proud of his profession and more sure of his future". Here we had all the usual run of the mill gripes that are typical of the trade. However, they had a few justifiable beefs of their own. Time and again these men said that their biggest competition came from their own bosses—as one said, "the super salesman with a better discount or a bigger allowance."

How can we encourage or keep salesmen if we compete with them in our own store? Most dealers employing over two salesmen should not sell on their floors at all. It is fine to greet customers and help out on a sale, but never sell anything at a price you can't afford to pay a commission on because you are giving the customer the salesman's money. One good man states that he has to constantly fight off the boss who even insists on giving bigger allowances on sales the salesman is making himself. These men also want protection from sales managers and feel that the sales manager should not make any direct sales to customers. They also resent promises of raises that are not made or contests started that no one ever cashes in on. These men are indignant also about being hired as salesmen and then directed to do everything from janitor jobs to service and delivery. They feel that we can hire much cheaper help to do these tasks and all of their time and energy should be devoted to selling.

What we need most is a better employee and public relations program that will develop more pride in our salesmen. Our men need to feel more secure and have a status that they can be proud of. *End*

These **3** basic models represent *a complete line!*

84 WHITE
water-hotters
AUTOMATIC
WATER HEATERS

Gas and Electric

REPLACEMENT OR REFUND OF MONEY
★
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Stock only the sizes most popular in your area, yet meet the needs of all your prospects. White offers 54 electrics (36 round, 18 table top) including single and twin element models—30 gas (round only) including models for LP and all types of city gas. All White Water-Hotters have White-Glass or exclusive Zinc-in-lized linings. All are packed with features that sell in minutes, serve for years and years. Write TODAY for "White Proved Profit Story".

WHITE PRODUCTS CORPORATION

Water Heating Specialists Since 1930

Middleville, Michigan • Division of Lamb Industries, Inc.

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors—March, 1955

The East



By ROBERT W. ARMSTRONG

Big January increases chances of a booming '55 . . . Refrigerators lead white goods in show of strength . . . TV slides from December highs

ALL the early year predictions of improved business in 1955 got a foundation a little more substantial than hope last month when eastern dealers reported on January volume.

According to most of them, sales were at least as good as in January, 1954, and frequently better. The Philadelphia, Washington and upstate New York areas made the best records, while metropolitan New York and Boston area dealers were more mixed in their successes.

A White January. The big surprise was the strength of white goods, particularly refrigeration. Four out of four Philadelphia firms were amazed to discover that refrigerator sales topped January, 1954, volume. As one of them put it, "Refrigeration showed a remarkable upswing. It looks like the replacement market is really opening up—sooner than a lot of us had actually expected. I think it will continue and gather momentum."

Another company, a distributor, said, "January business was very good—refrigeration sales much heavier than normal for this time of year."

Automatic washers—as usual—were reported strong movers by Philadelphia dealers and a few mentioned strength in dryers, but nearly all experienced some decline in TV sales.

Upstate, a Sharp Boost. Up in the Buffalo area four out of six merchants matched Philadelphia's enthusiasm. The most jubilant said, "We had the biggest January in refrigeration in the

past five years and January on all lines went way ahead of the corresponding month last year. Our stepped-up promotional program is paying off and we expect that our current remodeling program will give another sharp boost to our business." And, as an added fillip of encouragement to dealers who have been worried about the future of downtown locations, he added, "We are now convinced that a downtown appliance operation can be successful if promoted properly and if customers are given adequate off-street parking."

Another Buffalo outfit said, "Our January business went way ahead of a year ago and we now feel that our service policy is beginning to pay off after an 11-year uphill struggle. We no longer have to sell our service."

Optimism in Washington. Dealers in the capitol, hoping that Congress would give government workers the proposed pay boosts, didn't have to wait for them to enjoy good January sales. Both distributors and dealers reported that it was a better month than January of 1954, although not all had the same luck with the same merchandise. One firm, for example, said that white goods, particularly washers, dryers and refrigerators, pushed ahead of everything else. Another said that television outstripped laundry equipment. A third outlet, a department store, enjoyed a flurry in refrigerators, had good dryer sales, experienced a decline in TV.

Color Question. Some Washington dealers have brought up the old debate on colored appliances, with one of them claiming that they've been in great demand and another insisting that the public wants white. The way it works for the first dealer; customers buy one or two tinted appliances, then paint their kitchens to match.

Poor Show. The saddest picture of January business was portrayed by dealers in the New York area, where four out of four reported a slump from December levels. One big, successful dealer in wealthy Westchester County, reported, for example, that "Our TV sales dropped right after Christmas and it's been the same since," off about 10 percent from December, but about equal to 1954. Like other eastern firms, this one was surprised at refrigerator activity, and said sales beat last January by 10 percent. Another claimed that while TV was down 10 percent from December, five percent from last January, that refrigerator sales beat 1954 by five percent, but attributed the increase to "terrific prices". A third said, "Our major

appliance sales were off. However, the business we did write was obtained through clearances and sales promotions." For him washers were off five percent from 1954, TV off 10 percent, refrigerators off five percent.

Par or Better in Boston. Distributors and dealers in the Boston area weren't nearly so troubled as New Yorkers, even though New England unemployment has hurt business in several towns. One distributor, for example, described January business "very comfortably ahead of 1954." He described sales, item by item, like this: automatic washers the fastest moving, up 10 percent over 1954; refrigerators holding their own; ranges steady, hi-fi continuing to pick up, particularly in medium price packages; dryers slow; radios neither gaining nor losing.

A Cambridge firm decried a 25 percent slump in TV, but said that appliances kept overall volume up to par. This dealer won't be surprised if February volume is off a bit, but looks for the best business since 1953 in March and the following two or three months.

Another Boston company, experiencing a five percent drop from 1954's January, has an interesting explanation. "Curiously enough," says a spokesman, "it's our outside sales that have fallen off most. Floor sales are better than ever . . . if it keeps up we'll cut down on our outside sales force."

Contrary to the usual reports, a suburban dealer said that "TV pulled our best business by far. Without it, January would have been pretty sour. . . . We have to keep pushing all the time to hold our old customers . . . it's still a matter of price. In TV, for example, models between \$150 and \$200 move pretty well. Above this, nothing."

Money Squeeze. Despite the current high volume of installment sales, several eastern merchants are complaining about tight credit. In New York City, for example, a dealer says, "Banks are still tough on time payment contracts. Three out of six deals are turned down." A Boston retailer says banks have tightened up and credit is getting more difficult. And a third complains, "Money seems to be tight. We're averaging 45 percent rejections on bank credit applications."

Hot Outlook. Surprisingly, dealers are already talking about air conditioning prospects, some optimistically, some skeptically. A Washington department store reports that during January a few hardy souls inquired about air conditioners and wanted to

know how soon they could be installed. A Boston department store sold over 250 units in three days (which were marked by a sleet storm) by offering half-ton models for \$119.95—and during the same period space heaters were also an outstanding seller. A Philadelphia firm, which was already promoting air conditioners, said that while there was no action yet, there was plenty of last year's merchandise around and the resultant low prices should insure a good spring volume. Another Philadelphia said that 1954 merchandise would probably hurt '55 lines until April.

"We're not doing anything on air conditioning for at least a couple of months," said a distributor early in February. "The market is too uncertain. Prices change every day and nobody knows where the bottom is. Maybe the market will level off in a few months—in fact, it's got to."

And, as usual, there are the dealers who say everything will depend on the weather: hot months, good sales; cool months, no sales. You pays your money and you takes your choice.

The Midwest



By TOM F. BLACKBURN

Reasons for short discounts on TV . . . About abolishing list price . . . Store shopping for efficiency . . . What's moving

REGARDING short discounts on television, a man who draws some water in the industry voiced an explanation and a prediction at the Chicago winter markets.

There has been a steady drawing apart in the cost of manufacture between big outfits and little ones, he said. Volume production always brings (Continued on page 16)



So many claims about
\$AVING WATER
 are nonsense!

Here are the **FACTS!**

The **BENDIX** TUMBLE-ACTION PRINCIPLE
uses far less water than any other automatic washer!

Whether you're talking about hot or cold water...
 full loads or partial loads... or even the amount of water
 per pound of clothes washed...

the Bendix Tumble-Action Principle saves more water!

Bendix uses only $2\frac{2}{3}$ gallons
 per lb. of clothes washed!

That includes washing and
 3 Tumble-Rinses with
 fresh water. And to save
 water with a Bendix, you
 don't need to re-use dirty
 water or accept the poor
 results of skimpy rinses.

$2\frac{2}{3}$
 GALS

Average for all other
 automatics is
 $4\frac{1}{4}$ gallons per pound

—way over what Bendix
 Tumble-Action uses. And
 no other automatic washer
 uses less water than Bendix
 Tumble-Action! Some use
 nearly twice as much water!

$4\frac{1}{4}$
 GALS

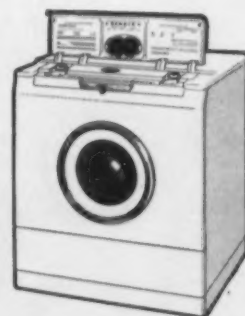
BENDIX TUMBLE-ACTION:

- Washes Cleaner—by actual test
- Is So Gentle—it's recommended by leading manufacturers of fabulous fabric garments

as usual, Bendix was there first with the important water-saving feature...and holds the lead. In fact, what basic improvement *didn't* Bendix pioneer? From water economy to the Washer-Dryer all-in-one... Bendix is always there first and best with what your customers want.

CROSLEY and BENDIX
 HOME APPLIANCE DIVISIONS **AVCO** CINCINNATI 25, OHIO

BENDIX Tumble-Action
**AUTOMATIC
 WASHER**



AUTOMATIC *Natural Room-Cooling*
is Here... AND ONLY **Signal** HAS IT!

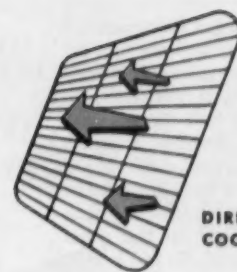


NOW-BOTH TYPES OF COOLING
 ... IN THIS ONE UNIT!

For the very first time, you can satisfy all your customers. Now, here's draft-free Diffused Cooling from Signal's Free-Flow Grille with Breeze-Diffuser action. And, in the same fan, (turned around and electrically-reversed) powerful Direct Cooling—up to 3950 C.F.M. Automatic with the Thermostatic Brain . . . automatic *natural* room-cooling. No other fan like it anywhere! A natural for buying because it's so natural for selling.



DIFFUSED
COOLING



DIRECT
COOLING



Signal's '55 portable fans are new all the way through. Write for the new, 4-color Signal fan catalog today. It's a real selling tool — a fan marketing manual.

SIGNAL ELECTRIC DIVISION • KING-SEELEY CORPORATION • Menominee, Michigan

costs down, and the large firms have it. Today, with the incessant demand for larger margins by retailers and distributors, if the smaller manufacturers came through, it would put them at a still greater disadvantage. Large manufacturers sense this competitive advantage and are inclined to make the most of it, to squeeze out competition.

Next move, this expert thought, will be direct distribution on the part of smaller manufacturers to key accounts. Thus they will pass on distributors' margins to dealers to sweeten up their profits. Paste this in your hat and see if it comes about.

Abolish List Prices? An appliance dealer who has long been in the piano business declared that installment buying started with pianos and therefore their experience in non-listed merchandise might be interesting. In 1900 there was no list price on pianos but the situation was partially protected by exclusive franchises, and no competing dealers. Under the table commissions and all sorts of funny deals caused list prices to appear in the piano industry in 1910. Lack of retail policing by the manufacturer will create chaotic conditions in the appliance industry, he said, if judged by the piano business.

Travel Dollars. A Wichita dealer who recently won an overseas trip wrote the manufacturer and asked how much his visit abroad would cost. On learning this, he asked for the money and put it up for prizes for his retail salesmen. That's the way to do it, he declared.

Employee Discount Curse. A shopping report on 20 discount houses made in Kansas City indicates that they are not as effective as believed. Big corporations in Kansas City demoralize the business more than the discount house, says the report. Pressure there has been from big companies undertaking to get discounts for their employees. The air lines, the big factories, the oil companies, and the utilities have all been interested in this sort of activity, and recently the Internal Revenue Bureau allegedly asked for discount cards for its people.

Two things have helped to stop the trend: (1) the request by solicited dealers for a discount card on the other guy's merchandise, and (2) frank talks before Chamber of Commerce and other groups to the effect that the retail business in Kansas City employs 75,000 people and why should manufacturers try to upset this economy?

Been Shopped Lately? When dealers get together as they did recently at the NARDA convention some interesting angles come out. Such as leaks in the appliance business. Dick Palmer, who sells tires and appliances in Macon, Georgia, told how he employed a shopping service to check the

efficiency and honesty of his organization. It pays, too, he said. He said it cost him \$79.95 an hour to run his business. He uses 18,000 spots on radio a year, spends \$30,000 a year on newspaper advertising, does all his own buying. A blackboard is kept in the store, with salesmen's names, quota and weeks' record to date. Firm does half a million yearly in appliances, and has competition from three discount houses in Macon. Easy payments on tires and appliances is chief sales appeal, and none of the salesmen work outside.

What's Moving. Fred Kimball's Trends in the Kansas Gas and Electric Co. territory indicate that Kansas farmers are stepping up from attic fans (3.3 percent increase for 1954) to unit coolers, on which the year saw a 334.9 percent jump. Window fans were up 65.7 over the preceding year. Automatic washers are leading with a 17.3 percent gain, and conventional washers dropped 15.1 percent.

Only dehumidifiers, dishwashers, home freezers, and ironers were down in sales in 1954. All other appliances gained, although television did not do as much as expected of it.

Best sales records in Bob Coe's St. Louis territory were set by sinks (81.4 percent gain), electric blankets (64.8), and food waste disposers (46.1). Losses were felt on freezers, ironers, vacuum cleaners, conventional washers and water heaters.

The South



By AMASA B. WINDHAM

Southern dealers never had it so good . . . Sales across board in post-holiday period steady . . . Utilities plan promotions

THE early days of 1955 have been filled with pre-inventory and clearance sales to such an extent that the average southern appliance dealer, if you press him for figures, hardly knows where he stands. But he is

sure of one thing—his sales are good right across the board and he has an optimistic outlook which, probably more than anything else, backs up President Ike's report of a healthy economy. The truth is that the average appliance dealer in the South, as of February, 1955, never had it so good—despite the thousand and one things you could think of to keep him from being that way. Take the matter of refrigerators, ranges, water heaters and laundry equipment, all bread and butter appliances and all big ticket items. In all of the big cities of the South each of these items is either selling steadily or is making a firm advance toward better sales marks.

In the Miami area, an estimated 2,500 refrigerators were sold from Christmas to the first of February, a record pre-holiday selling spree. In Tampa, the figure for the same period was around 1,000. Memphis, Houston, Atlanta, Charlotte and New Orleans dealers also reported good refrigerator sales, although not so spectacular as the Florida figures. New Orleans, in particular, enjoyed a good sales increase, running an estimated 15 percent better than in January of last year.

Magic City Business Fine. In Birmingham, business is excellent. So good, in fact, that some quarters gave that as the reason why General Electric last month moved into the Magic City to handle its own distribution for the area. Bill Lanham, veteran G-E man from Jacksonville, will head the new plant.

Memphis dealers reported better-than-expected business following the holidays. In addition to good refrigerator sales, electric ranges and automatic washers also were reported on the better-selling lists. Home freezers were not moving too well but a veteran observer who usually knows what he is talking about said the new models ought to boost business considerably if salesmen will push them.

Atlanta dealers bounced right back from a short post-holiday slump with a good increase in sales right across the board. Automatic washers, electric ranges, kitchen cabinets and refrigerators all were reported moving steadily, if not spectacularly, in the Cracker capitol. Atlanta had good sales of electric housewares in January, ordinarily an off-month for such items.

Carolínians Surprised, Pleased. Most dealers in North and South Carolina have been agreeably surprised at the volume of business done so far this year. One Wilmington dealer declared his January sales were almost on a par with his December sales. A Charlotte retailer declared he was "up to my ears in selling automatic washers—it's wonderful!" In the Raleigh area, electric ranges were selling well as were washers and refrigerators. In

fact, just about the only major appliance that isn't being sold in this area is the dishwasher.

Both Dallas and Houston, according to estimates, got off to a good running start in the sale of ranges, washers and home freezers for 1955. Refrigerator and hot water heater sales were about average for January in Houston and slightly lower in Dallas, but the latter city had a better edge in range sales. Electric housewares sales were lagging in both of the big Texas cities.

TV Sales Avoid Slump. Television sales are pretty good everywhere. A noticeable post-holiday slump was not reported from any big southern cities and from few smaller sections.

Many dealers are getting good results from "sell-the-second-set" campaigns, promotions aimed at placing more than one TV set in buyers' homes. Several Birmingham and Memphis dealers have been particularly successful with it. In the latter city, an aggressive wholesaler started his dealers on a "sell-the-second-set" campaign in radio, convinced himself it would work better with TV, switched his promotion and wound up with very good results.

Utility Roundup. A full year of heavy promotions has been mapped out by Louisiana Power & Light Co. Campaigns on dryers in February; range and water heaters in March, April and May; refrigeration in June, July and August and lighting for the rest of the year, should help dealers down that way considerably. This utility's promotion on ranges last year was a dilly.

Florida Power & Light Co., has set a goal of \$1,334,000 in sales for its "Wife Saver" campaign during February and March. Home laundry equipment of all types will be pushed. Gulf States Utilities is promoting a 10-week campaign on electric dryers. The utility allows dealers \$25 on installation costs and offers other selling aids. The promotion ends March 31 and more than \$100,000 worth of dryers are expected to be sold.

New Orleans Public Service, Inc., has announced a heavy promotional schedule which will boost the sale of dryers, washers, ironers and water heaters. The first campaign was kicked off at a dinner on Feb. 1, with the inimitable Harry Price as inspirational speaker. At Nashville Electric Service, Bill Hall is getting ready for an even bigger electric show than he staged last year. Most of the other utilities concentrated on adequate wiring or some single appliance which needed pushing.

We caught two shows during the month—both in Birmingham. The Frigidaire traveling show unveiling new lines drew about 900 Alabama dealers, and Westinghouse was represented. (Continued on page 22)

so lovely to look at...

IN THESE SMART, NEW DECORATOR COLORS*



so light to handle...

WITH GRACEFUL, STREAMLINED DESIGN AND AIR-COOL GRIP!



so convenient to use...

JUST LIFT UP THE TOP—FILL IT RIGHT AT THE TAP WITH PLAIN WATER!

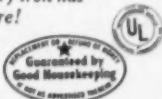


*P.S. Remember, only Casco has color!

Fully Automatic!

EXCLUSIVE NEW FABRIC DIAL WITH 6 SETTINGS FOR STEAM IRONING (other steam irons have just one)

Now you can safely iron silks, linens, cottons, woolsens and all the new "miracle" synthetic fabrics without fear of scorching or melting. Just turn the dial to the type of fabric you wish to iron... you automatically get the correct temperature and volume of steam every time, for truly "professional" ironing. Remember, no other steam and dry iron has this fabric dial feature!



CASCO
STEAM AND DRY IRON

Casco Products Corporation • Bridgeport 2, Conn.

watch for this
FULL COLOR, FULL PAGE AD
The opening gun in Casco's
**MILLION-PLUS
CAMPAIGN FOR '55**

Out MARCH 25th
**Better Homes
and Gardens**

Out MARCH 23rd
THE SATURDAY EVENING
POST

And this is only the beginning of the largest full color campaign ever run for any traffic appliance. Full color ads month after month, all thru the year in top circulation magazines like Saturday Evening Post, Better Homes & Gardens, Woman's Home Companion, McCall's, and Good Housekeeping.

TURN THE PAGE FOR CASCO's TERRIFIC EXTRA-PROFIT OFFER



CASCO *Introductory* EXTRA-PROFIT OFFER

FEATURING THE NEW '55 CASCO STEAM IRON LINE
IN GORGEOUS DECORATOR COLORS

WITH YOUR ORDER FOR ONLY:

	LIST PRICE
1 French Grey and Gold Deluxe Model	\$19.95
1 Crimson and Gold Deluxe Model	19.95
1 Blue Green and Gold Deluxe Model	19.95

You Get the New
**EBONY
STANDARD MODEL**

for only **\$98.9**



IT'S AMERICA'S
NO. 1 TAP WATER
STEAM IRON... Tops in
Sales everywhere, and
nationally advertised
in full color from
Coast to Coast



YOUR TOTAL COST FOR 4 IRONS...\$47.60
YOUR PROFIT...\$31.20

YOU MAKE 40%

LIMITED OFFERS
*available through
your distributor*
**ORDER
NOW**
for immediate delivery

plus FREE COLORTONE DISPLAY KIT

Including: 3 Color-Toned Harlequin Displays, spotlighting Casco's new Decorator Color Irons and packaging
dazzling day-glo window strips • a generous supply of full color mailers and package inserts.

CASCO PRODUCTS CORPORATION • BRIDGEPORT 2, CONN.

CASCO



NEW 12AU7A

- shorter construction reduces intermittent scan and heater cathode failures.
- completely interchangeable with Type 12AU7.



NEW 5U4GB

- twin-wing plates provide greater heat dissipation.
- wafer stem strengthens construction. Increases ratings to 275 Ma at 44V drop with 1.0 amp. peak plate current.

Sylvania makes important NEW advances in

WAR ON CALL-BACKS

Six "double-duty" tubes designed to lick TV service's costliest problems. More to come!

Sylvania's war against callbacks began with the highly improved 5U4GB tube. Now Sylvania continues its fight against profit-grabbing callbacks and offers five more improved types for TV service.

These tubes score a direct hit on the most common "quick failures." Stronger winged-plate design and wafer-stem construction—sturdier welds and glass-to-metal seals; these plus a score of other mechanical and electrical improvements are incorporated to give trouble-free service.

Join the battle against callbacks! Use only Sylvania "double-duty" types! They're designed for servicing old as well as new sets.



Look for the new "double-duty" types in this yellow-and-black carton. It's your calling card of quality.



NEW 1X2B

- all-nickel plates reduce electrolysis. Lower gas level results in higher breakdown voltage.
- longer life-test under conditions well above ratings.



NEW 6BQ6GT

- folded-edge plate design avoids bulb bombardment.
- double-clearance between mount and bulb top eliminates the "pigtail" to grid shorts. Avoids bulb-puncturing electron bombardment.

NEW 1B3GT

- electrostatic shield-ring protects filament during high-voltage operation.
- Sylvania-developed top-cap alloy produces positive glass-to-metal seal.
- high-voltage base makes tube interchangeable with coated types.



NEW 6SN7GTB

- oblique orientation of sections reduces microphonism.
- direct weld between stem pins and plates strengthens mount.



SYLVANIA

Sylvania Electric Products Inc.
1740 Broadway, New York 19, N.Y.
In Canada: Sylvania Electric (Canada) Ltd.
University Tower Bldg., St. Catherine Street
Montreal, P. Q.

LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY

Important



information

for anyone selling television sets

Many electronic
discoveries resulting
from our pioneering
in color TV are built
into the new Motorola
black and white sets
right now *(at no increase in price)*

Four of the color discoveries in Motorola black and white sets right now

Thermostatic Tuning—Black and white tuners only have to keep track of one signal. A color tuner must keep accurate track of three. (Stands to reason, doesn't it, that the color tuner must be far more precise?) From our color research has come a great new principle for black and white television: Thermostatic Tuning.

You've probably noticed that after an ordinary set has been turned on for a while, the picture usually needs readjusting. As you well know, this is called *drifting*. Here's what causes it: as tubes and coils in the set warm up, they change just enough to make the picture unstable. In Motorola color research, we have developed new ceramic condensers that *automatically adjust* these temperature differences, much like a thermostat. Result: on the new Motorola black and white sets, the picture is perfectly in tune when it's turned on—and *stays* that way.

New Beam Stabilizer—To control the electrons firing at the picture tube face, a device called the *yoke* is fitted around the neck of the tube.

Controlling these electrons for *one* color is complicated enough—but developing a picture tube yoke precise enough to handle *three* colors called for new techniques and materials. Research produced three important improvements: a new design, a new type of wiring, and a new metal compound for use in the yoke. These extras are now at work in Motorola black and white sets, producing a better defined picture in sharper focus.



New Signal Sealed Circuits—Color television requires uncommonly precise controls throughout the set in order to gain what you know as *horizontal stability*. Our research in developing color television has pointed the way to new techniques and circuits for increasing horizontal stability—giving a much clearer, steadier black and white picture.

Humidity Proof Insulation—A color set operates at almost twice the voltage of black and white. This tremendously increased voltage demanded better insulation. Working with the country's leading insulation experts, Motorola developed completely new kinds of insulating materials. These shield against interference from high voltage, and protect the set against severe humidity changes which high voltage causes. These new materials are now in use in Motorola black and white TV. They eliminate voltage leaks which cause streaking and collapsing of the picture, and protect against damaging humidity variations.



These new discoveries won't bring your customers color on a black and white set, but they are a big extra you can offer only if you sell Motorola.

How can Motorola give you these color extras at Motorola prices?

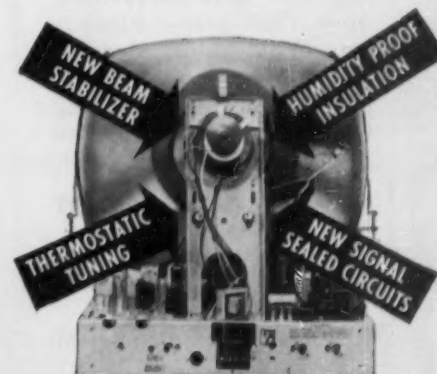
To find the answer, step behind the scenes for a moment. Motorola, you will find, is the only one of television's Big Four that specializes in electronics alone. No other has so high a percentage of scientists and engineers. From these experts have come the first big-screen color TV, the famous handie-talkie, industrial microwave. Brains such as theirs find even so complex a mechanism as TV a relatively simple matter to make better. Doesn't it seem logical that the manufacturer who has become the leader in other forms of electronic communication should also be able to deliver the most efficient TV set at a lower price? This is the formula that gives Motorola dealers such a competitive head start.



The powerful chassis in this handsome Motorola 21-inch console (21K32) strengthens weak signals, gives the sharpest, steadiest picture *anywhere*. Stronger, clearer reception—even where some sets won't work at all! Goes to market for \$299.95 in mahogany. Other consoles from \$199.95.*



This compact table model 21T23 has the most nearly automatic tuning in the industry. Brilliance and contrast remain at the same comfortable viewing level as you switch from channel to channel. Goes to market for \$199.95 in mahogany. Other table models from \$139.95.*



*Federal Excise Tax and Parts Warranty included. UHF optional, extra. Prices slightly higher South and West and subject to change without notice.

Motorola TV

FROM THE WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

appliances powered with...

Lamb Electric

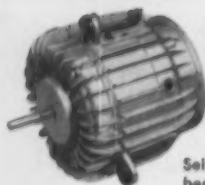
SPECIAL APPLICATION

MOTORS

**Speed
Turnover**



Parts designed for floor polishers, food mixers and other household appliances.



Self-oiling porous bronze bearings and other features insure dependable performance.



Small vacuum unit designed for hand cleaners, blowers and similar applications.

• You will find the appliance is easier to sell when you tell your customer it is powered by a Lamb Electric Motor, specially designed to provide good performance and assure long, dependable service.

Greater sales appeal, resulting from these advantages, speeds turnover—which is one of the many reasons why leading dealers the country over like to handle appliances equipped with Lamb Electric Motors.

**THE LAMB ELECTRIC COMPANY
KENT, OHIO**

In Canada: Lamb Electric—Division of Sangame Company Ltd.—Leaside, Ont.

They're Powering America's *Finest* Products

Lamb Electric

SPECIAL APPLICATION
FRACTIONAL HORSEPOWER

MOTORS

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 16

sented in Moore & Handley's big Merchandise Mart, first of its kind in the Southeast. Dealers at both shows talked freely about their trials, tribulations and future prospects for selling. Well, we listened and we got a pretty nice impression about the state of business.

With reservations about one or two possibilities on the international scene, take it from us—this is going to be a good year!

The Great Lakes



By N. BLEEKER GREEN

January sales down after good Christmas . . . Clearance and white sales make room for more . . . Color glow is dim . . . Distributor in the middle

SALES for the month of January were down in the Great Lakes area when compared with the previous month of December. Percentages reported by dealers vary according to marketing areas, but the figures ran from thirty to forty to fifty percent under December.

But the facts behind this indicated dip is that December business was a pleasant surprise to the merchandising dealer. It was really good. As one Columbus, Ohio dealer summed it up, "We had an exceptionally fine December." One Kentucky dealer states that he had the "best December ever" and that the January drop is a normal thing.

Comparing this past January business across the board with that of a year ago shows that it is almost even. Or a slight bit off. "Down" or "slightly lower" are the comments from some reporting dealers typical of the area.

The merchandising year for the appliance-radio-television dealers is starting off about the same as 1954.

White Sales. The annual clearance of stocks and the push of new lines showed up this January in the form of white sales. Not all dealers worked with this special push to promote their appliances, but the Buck-

eye state went for it all the way. Columbus and Dayton, two active and busy markets these days, worked with this approach with good results.

Other Ohio merchants worked with the white sales approach, reporting "washers and dryers moving well." One Kentucky dealer reported that he used this method of clearing the 1954 lines but said results were "slow, refrigerators best mover." A Charleston, West Virginia dealer angled his approach on the laundry twins "at a \$120 saving . . . just fair response." He also worked with reduced prices on 1954 refrigerators and called results "poor."

New Lines on Show. But despite the mixed results in clearing the decks for action, dealer response on the new and shiny 1955 line is good. One Detroit dealer told **ELECTRICAL MERCHANDISING** his new white goods line was "hot." "The consumer likes the line," he reported and considers starting sales a good indication.

One Charleston, West Virginia merchant reported he had "part of the new 1955 line on the floor" and that "consumer reaction was very slow." And from nearby Lexington, Kentucky, came the response that "lots of new features and styling" were sparking the sales appeal for the new lines.

From Ohio a flurry of comments were reported by dealers showing the new appliance lines on their showroom floors. A Newark, Ohio, dealer thought that consumer reaction was "good" and a Springfield dealer agreed with him, but reported that movement had not yet started. Cleveland dealers indicated that the new lines were beginning to be seen on their floors and that consumer reaction was good with "movement at normal pace for January."

Columbus dealers reported on the January introduction thought the lines good; consumer acceptance about matching. One Columbus dealer commented, "We have had our 1955 refrigerators on the floor one week and moved one piece already." "The line looks great," he added. "Think the consumers will love it."

Queried on the movement of ranges during the first part of the winter, comments from dealers ranged from "very slow" to "fair" to "better." One Columbus dealer reported that he was "doing our best job on electric and low priced gas ranges" while another dealer in the same town stated that "\$200 to \$300" models were moving best. The pattern seemed to be spotty with low priced units moving well in one region; high and medium models well in another.

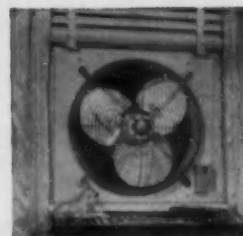
Television Even. Television for the month of January in the Great Lakes area moved about the same as last year—little change. Cleveland reported this status of the picture machine and added that specials in (Continued on page 26)

DIEHL

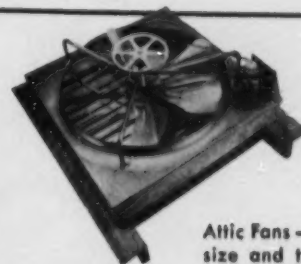
FANS

1955

The Prestige Line of Profit-Builders—
a fan for every *purse* and *purpose*.
New colorful years-ahead styling—
designed with built-in customer satisfaction.
Sell the *best* for more and easier sales—
Sell Diehl.



Window-Type Ventilators—
Manually and Electrically
Reversible.



Attic Fans—a
size and type
for every need.



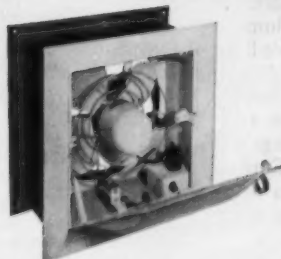
Air Circulators—oscil-
lating and non-oscil-
lating.



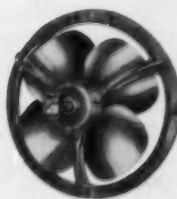
Table Air Circulator
—serves a dual use, it's a fan,
it's a table.



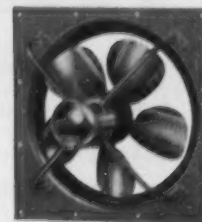
Desk and Bracket Fans—resi-
dential, commercial and in-
dustrial types.



Kitchen Ventilators — both
wall cabinet and window
models.



Ventilating Fans—ring mount-
ed, direct drive.



Exhaust Fans — types to meet
practically every need.

DIEHL MANUFACTURING COMPANY

Electrical Division of THE SINGER MANUFACTURING CO.

Finderne Plant, SOMERVILLE, N. J.

District Offices: Atlanta Baltimore Boston Chicago Detroit New York Philadelphia

Well balanced
warehouse stocks
carried in:

Atlanta • Boston • Chicago • Detroit • New York • Philadelphia



Henry Nei and Graybar Representative Bob Bollow discuss Sunbeam promotion plans. Display in background shows a small portion of the electrical housewares the Nei Brothers purchase via Graybar.

ground shows a small portion of the electrical housewares the Nei Brothers purchase via Graybar.

GRAYBAR KEEPS US POSTED ON NEW PRODUCTS, PRICES AND PROMOTIONS THAT REALLY PAY OFF

Say: Henry and George Nei, Nei Brothers Appliances
3643 W. Irving Park Road, Chicago, Illinois



Henry and George Nei have been in business for fifteen years. Both brothers like to work with Graybar people — feel that regular weekly calls keep them well informed on products, prices and promotions.

"We were a service organization originally. Knowing the importance of service we decided to get all electrical housewares and other major items via Graybar when we switched over to a retail operation.

"For instance, we never have to call Graybar for product, price or promotion information — a Graybar Representative stops in weekly and keeps us posted. He is more than willing to go out of his way to provide any other information we may need. Graybar personnel certainly deserve the fine reputation they have earned.

"We particularly like Graybar's fairness in dealing with customers. Their credit policy is both reasonable and realistic. All in all, they're an alert outfit, anxious to provide extra service whenever it's needed."

502-63



Henry and George Nei and their Graybar Representative go over plans for a mailing of the Graybar Gift Catalog. The Nei brothers have had great success in using the Graybar booklet to tie in with a "lay-away" plan and find that the catalog works as a sales-stimulator all year 'round.

Your Customers **WANT** the popular appliances...

GRAYBAR ELECTRIC CO., INC.

Executive Offices:
Graybar Building, 420 Lexington, Ave., New York 17, N. Y.

recommended by
Graybar

IN OVER 110
PRINCIPAL CITIES

"... if appliance dealers want their share of an eventual built-in volume of 375,000-plus units a year they'd better start taking steps to get it, which means establishing installation facilities, advertising, promotion, and some concentration on the replacement and kitchen remodeling market."
Quoted from Electrical Merchandising
January, 1955 issue

LET'S FACE IT
Stiglitz
**BUILT-INS
MEAN
BIG
BUSINESS**

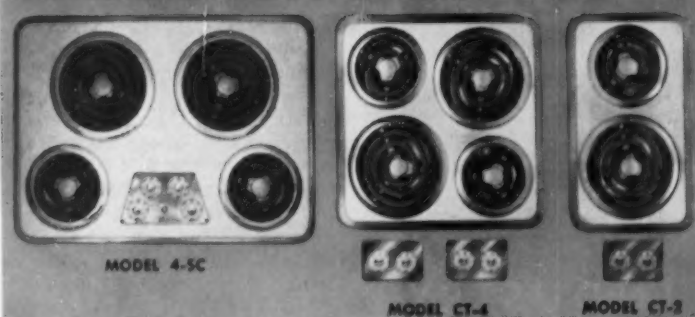


**PRICED COMPETITIVELY
FOR YOU TO SELL PROFITABLY**
You can capture the kitchen modernization market with these **STIGLITZ** exclusives

STACK-ON and INSERT OVENS



3 TOP MODELS SERVE ALL NEEDS



THE



**CORPORATION
LOUISVILLE 3, KY.**

AMERICA'S OLDEST STOVE FACTORY
ELECTRICAL MERCHANDISING—MARCH, 1955

ONLY STIGLITZ offers you a Stack-On and an Insert Oven built to fit standard wood or steel cabinets now on the market.

ONLY STIGLITZ offers you an insert oven so perfectly insulated it requires just $\frac{1}{8}$ " clearance for installation in wood or masonry.

ONLY STIGLITZ offers you a self-contained control cooking top (Model 4-SC) requiring only 3" depth — allows full use of top drawer space.

ONLY STIGLITZ offers you a front-control cooking top that takes just minutes to install. Newly developed installation "ears," an exclusive Stiglitz feature, cut costly installation time.

ONLY STIGLITZ offers you such a wide color range: Antiqued-copper frame and copper door, brushed chrome frame and stainless steel door, gray porcelain frame and stainless steel door, black porcelain frame and stainless steel door, gray porcelain frame and white porcelain door, gray porcelain frame and gray porcelain door.



**CERTAIN TERRITORIES STILL OPEN FOR
LIVE DISTRIBUTORS—PHONE ARLINGTON 2471**

THE STIGLITZ CORPORATION, 2007 Portland Ave., Dept. E,
Louisville 3, Kentucky

Please send me complete data and price information on Stiglitz Infra-Aire built-in electric ranges.

I am a: ☐ DISTRIBUTOR ☐ APPLIANCE DEALER ☐ KITCHEN REMODELER

NAME _____

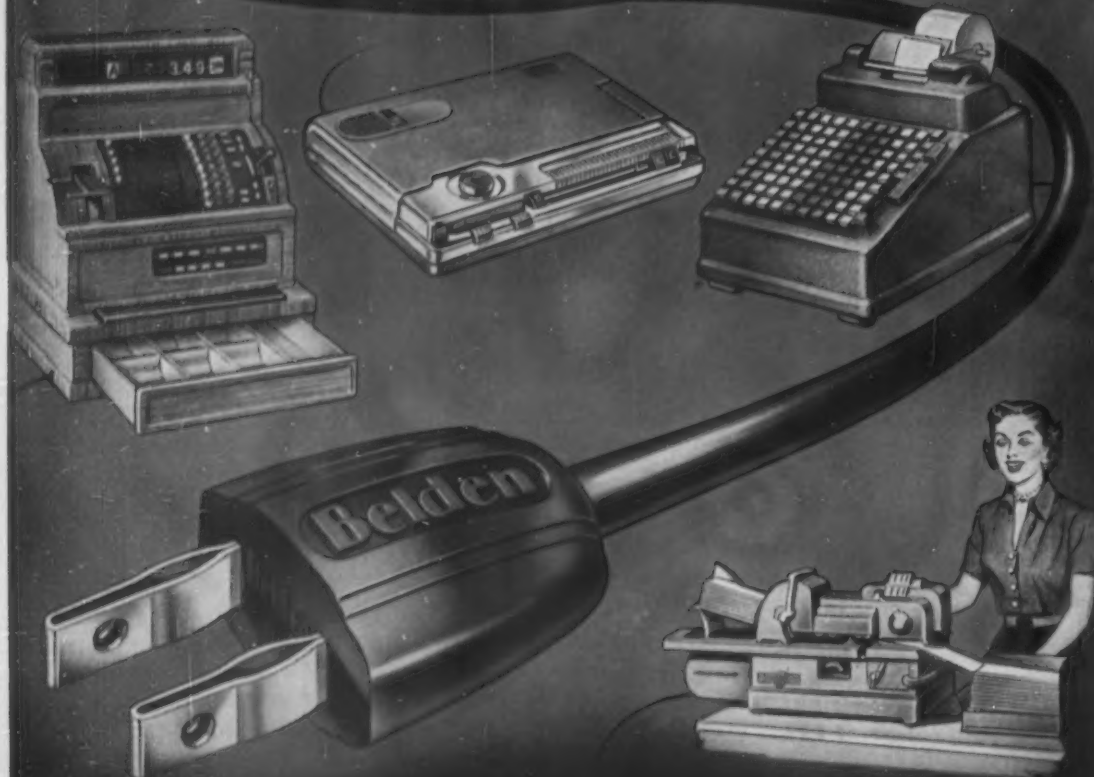
FIRM _____

ADDRESS _____

CITY & ZONE _____ STATE _____

ELECTRICAL CORDS

KEEP YOUR APPLIANCES
IN SERVICE



MANUFACTURERS WHOSE PRODUCTS SERVE BEST...

Specify **Belden**
WIREMAKER FOR INDUSTRY

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 22

the lakeside city were "being well accepted" by dealers. Columbus dealers commented that TV sales ranged from "very ordinary" and "quite good" to "started off quite well." Dealers priced some models on specials for faster movement.

Pittsburgh reported that 21-inch table and consoles were the "biggest sellers". Lexington found TV receivers under \$300 moving well and Charleston showed movement of used sets and specials on both 21 inch table and console models.

Color in TV seems to be in a slump in the Great Lakes region. Interest from the dealer seems to be down, but consumer interest still shows some sparks of life.

One Columbus dealer flatly says, "Not trying to sell color until larger screen comes out. We have had color TV on the floor since June when we sold our first set." The dealer reports that there is "good constant interest" from the public and backs the reports of another dealer in the same city who is making a real attempt to sell color.

Charleston reports "very little interest" in the color screen and a Lexington, Kentucky dealer comments that "not enough programs" is the block in his way. A majority of the dealers report that they are making no attempt to sell color; have no sets on the floor.

Housewares Carryover. Sales of electric housewares, which moved well during the Christmas season, showed little indication of carrying over into the post Christmas season. Cleveland reported that a small amount did continue to go, with "steam irons leading the pack." A Columbus dealer stated that he experienced "no Christmas rush on electric housewares," and that irons (dry and steam) are his only good consistent items. Broilers showed some movement around the holidays, as reported from other cities. Typical comments ran "December fair but January very quiet." One appliance dealer stated that the discount houses "got our small appliance business."

Radio showed movement during the holiday windup, with one dealer commenting that it was "best radio Christmas ever . . . but dead in January." Clock radios and sets under \$30 proved to be best in Ohio to bring the dollar volume up close to last year. Unit sales were under 1953. Cleveland reported some radio sales on deluxe clock radios in the \$50 bracket. Detroit dealers reported similar sales.

Distributor Squeeze. The distributor, caught in the middle of the pipe line, is having a rough time in some parts of the area. One northern Ohio distributor recently dropped major appliances and TV with the comment that there was no money in it. On the other end of the line, a distributor

(Continued on page 30)

Follow this leader!

Admiral

AIR CONDITIONERS



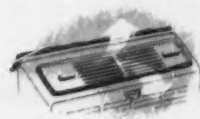
MODEL 50D55—Hefty $\frac{1}{2}$ horsepower—not $\frac{1}{4}$! 360 sq. ft. cooling capacity! Full of quality features!

SEE YOUR
Admiral
DISTRIBUTOR
FOR
**SURE-FIRE
MERCHANDISING
DEAL!**

Admiral features that **MAKE THE SALE!**



Built-in Dehumidifier



Adjustable No-Draft
Air Flow Grille



Double-Duty Air Filter

**Backed by plenty of peak-season advertising
in LIFE...LOOK...SATURDAY EVENING POST**

"The name *Admiral* helps you sell"
TELEVISION • RADIOS • APPLIANCES
3800 Cortland, Chicago 47, Illinois

...a complete line to serve every need



Admiral $\frac{3}{4}$ H.P. Model 75D55. Cools rooms up to 510 sq. ft. in area. Another Admiral Leader!



Admiral Deluxe $\frac{3}{4}$ H.P. Model 75D5. With 2-Speed Weather Control and Thermostat. Priced to sell!



Admiral 1 H.P. Model 100D75. Cools rooms up to 675 sq. ft. in area. Low-priced high capacity!



Admiral Deluxe 1 H.P. Model 100D7. With 2-Speed Weather Control and Thermostat.

4 WAY MERCHANDISING PLAN

for new **CAPITOL** Color-Planned kitchens



PRE-SELLS MORE PROSPECTS ON THE NEWEST IDEAS IN KITCHENS

Authoritative, years-ahead styling suggestions in "Color-Planned Kitchens by Capitol", unique 20-page kitchen design manual, will set kitchen fashions for thousands of homemakers . . . buyers sent by the booklet to their Capitol dealer for full details on equipment and accessories described. This styling information is furnished every Capitol dealer . . . part of our 4-way merchandising plan to get you *more store traffic* . . . to back up the newest ideas in kitchen cabinets with the biggest sales opportunity in the industry.

Capitol
KITCHENS

DIVISION OF HUBENY BROTHERS, INC.

608 East First Avenue

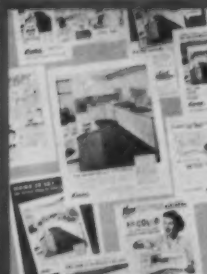
Roselle, New Jersey

"CABINETS OF STEEL FOR LASTING APPEAL"



FAMOUS "COLOR-PLANNED" HOUSE & GARDEN COLORS

Color-coordinated with all the quality furnishings and accessories that use the House & Garden color system. Choice of six solid colors, six unique color-flecked finishes, and white.



CAPITOL'S GREATEST NATIONAL AD PROGRAM

Dramatic full-color pages featuring Capitol's all-new line in the leading home magazines. Plus plenty of editorial tie-ins. Plus hard-hitting new sales promotion material.



QUALITY THAT SELLS EASIER AND STAYS SOLD

All-new design. Rounded contours, nylon-roller drawers, self-aligning doors, sit-down sinks, specialty cabinets for built-in ovens, ranges, mixers, fans. All steel. Can't warp, rot or stick.

WRITE NOW FOR FULL DETAILS

on how Capitol Kitchens' new 4-way Merchandising Plan opens up big profit potentials for you. Or use the handy coupon below.

CAPITOL KITCHENS

division of Hubeny Brothers, Inc.
608 East First Ave., Roselle, N. J.

Please send complete information about the new CAPITOL Color-Planned Kitchens and 4-way Merchandising Plan.

I am a ☐ Distributor ☐ Dealer ☐ Builder

NAME _____

STREET & NO. _____

CITY _____ ZONE _____ STATE _____

WHY STOCK 2

AIR CONDITIONING MODELS?



Deering Solves Double Inventory Problem

The Deering sold window air conditioning units have started because of their adaptability to the full range of window openings. It's the reason your started because of not being able to make a decision. You should defend this position. It's the only one that will stand up to the test of time.

satisfy
everyone with

deering

SUPER

All New for '55

SUPER-COOLING... reserve capacity setting gives 25% more cooling when needed... more comfort faster.

SUPER-QUIET... normal operation is unbelievably quiet... you can keep wonderfully cool and sleep.

SUPER-EASY TO INSTALL... anyone can install the Deering in minutes... meets all requirements from flush inside to flush outside.

QUAD-GRILLE... new outlet grille is four times as large... distributes cool air quickly and evenly... "double deflection" eliminates drafts even 24 inches away from unit.

NEW COMPACTNESS... overall size reduced nearly 50%.

COOLS IN 4 MINUTES... fills average room with cool air in just four minutes.

THERMOSTATICALLY CONTROLLED... to maintain selected temperatures... now included at no extra charge.

COLOR HARMONY... soft swan gray with contrasting grille and trimmed with a touch of gold, blends with both modern and traditional furnishings.

NEW LOW PRICES... Deering prices are \$40 to \$80 lower. High dealer margins maintained.

5-YEAR WARRANTY on refrigerant system.

The nationally-known, nationally-advertised
CASEMENT WINDOW AIR CONDITIONER

That fits ALL WINDOWS

50% LESS INVENTORY... **NO LOST SALES**... **MAXIMUM PROFITS**... that's what **DEERING** offers you in 1955. Manufacturer after manufacturer is recognizing that a successful air conditioning line must satisfy the needs of casement as well as conventional windows. Only **DEERING**, however, answers the problem with the dealer in mind... with **ONE** model that satisfies all requirements!

DEERING increases your sales volume, lowers your inventory requirements by offering you the only practical, all purpose unit for installation in any window. No modification or mutilation of win-

dow frames. **ONE** model fits ALL windows. No need to carry more than one line or one model. You reduce inventory 50%.

DEERING pioneering also makes possible high value at a low price, \$40 to \$80 lower than comparative units. Yet, you are assured maximum profit margin, with additional profits from savings on easy installation.

Write for full details on the **DEERING** dealer-designed profit program for 1955. Includes powerful selling and merchandising aids supported by dominant local newspaper advertising. For the best deal... demand **DEERING**!

• STOCKED BY LEADING DISTRIBUTORS EVERYWHERE

CASEMENT WINDOW



FLUSH MOUNTING



THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 26

★ FOR BETTER FLAVOR — WITH LESS COFFEE!...

★ FASTER PERKING!...

★ NEW BEAUTY IN DESIGN!...

It's **EMPIRE-MATIC**

the FULLY AUTOMATIC Percolator With The New, Fast-Acting COLD WATER PUMP



New Cold Water Pump distributes hotter water faster over coffee for speedier perking.

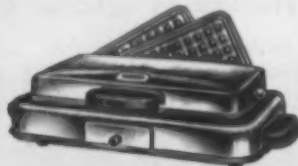
More delicious, fuller flavored coffee—faster—with a smaller amount of ground coffee. . . . These happy results are assured by the Selecto-matic adjustment and the newly designed Cold Water Pump in this latest model "EMPIRE-MATIC" Electric Percolator. Hotter water is poured over the coffee—faster—to speed perking, bringing out all the fine coffee flavor. "EMPIRE-MATIC" is completely automatic—right down to the red signal light that shows when coffee is ready to serve. And it's so smart in design—so all-round beautiful—it sells on sight!

No. 1962 \$11.95* With Cord
5 to 8 Cup

Electric Sandwich Toaster & Waffler

A chrome-plated beauty with 130 sq. in. of grilling surface—interchangeable grids—heat indicator—removable dripping pan.

No. 788
\$15.95*
List



*Slightly Higher in West

The METAL WARE Corporation

Chicago:
Merchandise Mart

Two Rivers, Wisconsin

New York:
200 Fifth Ave.

for housewares in the southern part of the state claims he is seriously thinking of dropping his small appliance lines.

The downstate distributor points out that dealers are carrying only limited inventory on housewares these days. And that the dealer expects the distributor to carry his stock; deliver when he needs the item. The hitch is that the dealer still gets his price for volume order but actually carries only what he needs for store display.

The plight of the distributor is that the overhead cost of bookwork, delivery and warehousing is more than his profit when working on such a basis. The possible solutions of this problem may be the dropping of accounts who do not buy in volume or adding an additional handling charge per delivered order to cover the overhead. Those who buy in an accepted volume and carry a semblance of inventory will get the regular service. But the dealer who carries one item in his store, moves this and orders just one more, may have to take his business elsewhere. It is this type of dealer who puts the profit balance out of line.

The Far West



By HOWARD M. EMERSON

Dealer orders at Western Market indicate optimism . . . They show most interest in features and lowered prices . . . Everybody is redecorating

GOOD appliance-TV business for 1955 has been forecast for the 11 western states by editors, speakers, utility executives, association heads, etc.—everyone so far but the retailer himself. Now he has had his chance to prognosticate business for the new year in his own more important way, by orders to distributors.

At Western Winter Market Week in San Francisco, dealers showed their interest through a 20 percent increase in attendance over '54, and translated the interest into business with orders

well above those placed during winter markets last year.

A closer look at the week long activity indicates that more important than the volume of the dealers' orders was the soundness of their buying and the indications of how they intended to sell the goods. With dealers' inventories at a 5-year low, these merchants were buying appliances and TV that they needed right soon for selling. This was evident in the increase in orders for immediate delivery as contrasted to the usual delayed delivery designed to hold arrival of heavy stocks until after the costly inventory tax around March 1st.

Wanted: Gadgets and Price. White goods getting the most attention and buying, was not 1954 left-over stock (of which there is mighty little to be had) or low-margin specials. Interest centered high and low—either in the new-look, gadgety new models with features to sell up to, or on low-end, good value, popular styles to sell up from. Of course, the new built-in appliances were the center of interest, the controversial in most corridor talk. Definitely evident was an attitude on the part of distributors that dealers would have to carry built-in ranges, and would have to find some way to arrange installation. The day when built-ins were for dealers to take or leave alone was past, and it seemed to an observer that distributors had been briefed thoroughly on this subject back at the factories.

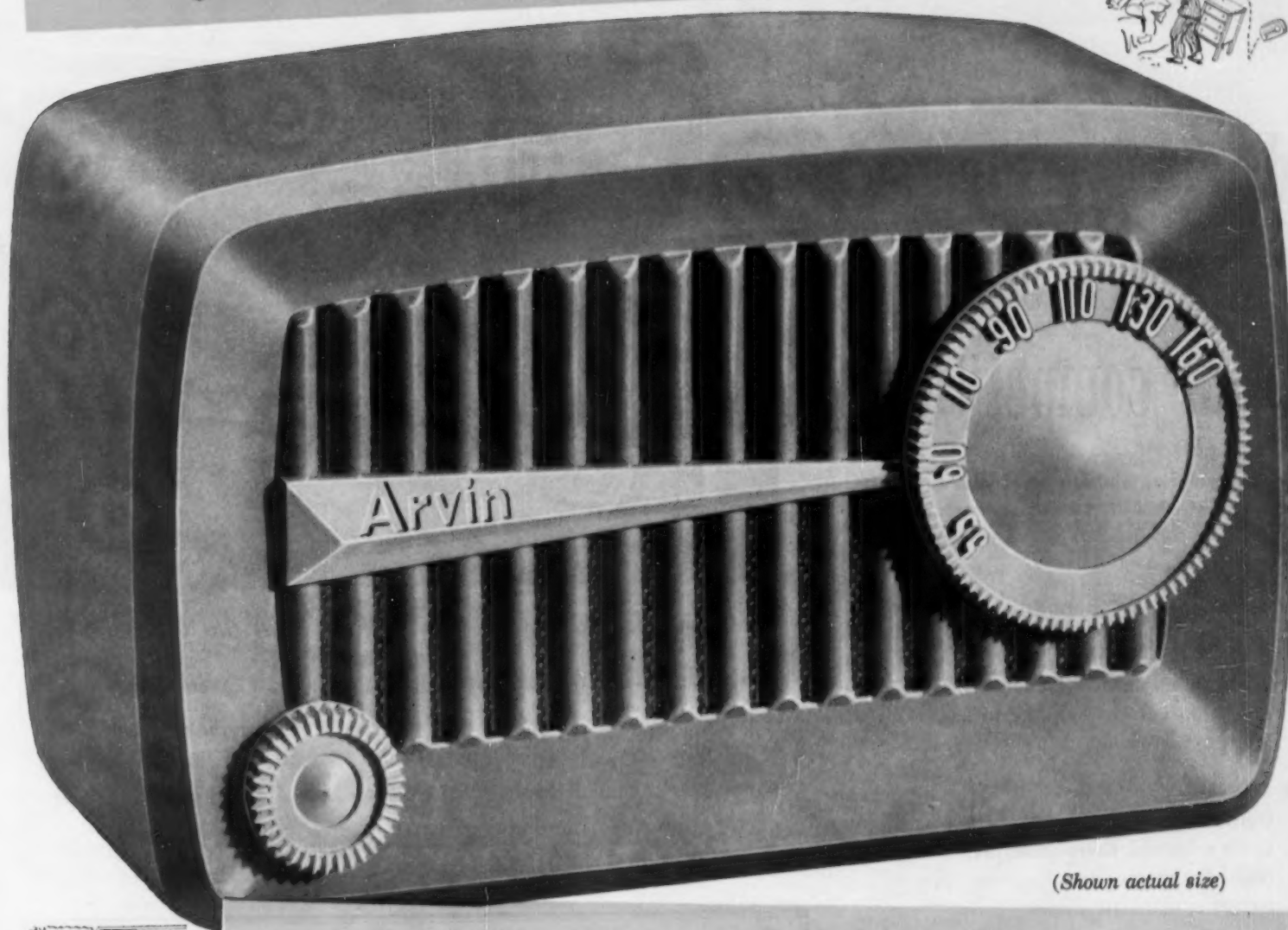
Needed: Promotion. It seems to have been some time since dealers showed voluntary interest in display materials, but it was in evidence at Western Markets. Also in literature and direct mail materials. Behind their interest was the need to promote the new features and gadgets coming through on their '55 high-end white goods. Display material received an additional boost from need to show off built-ins, but probably came more into interest because of a current trend toward remodeling and repainting that is sweeping the West. Clean up in preparation for remodeling or repainting has unearthed much unused 1948 display material and has encouraged replacement of battered displays on the floor. The dealer in the West who is not redecorating this winter is relatively hard to find.

Prospects: Very Good. Keynote to the better business evident during Western Market Week was struck on opening day in press conference with Vale E. Freeland, director, department and furniture store sales, electric appliance division, Westinghouse Electric Corporation. He told the press that "the prospects for the major appliance business in 1955 are very good. Some of the industry leaders predict that major appliance sales will increase by

(Continued on page 34)

America's biggest little radio

- in performance, acceptance, value!



(Shown actual size)



ARVIN Rainbow

OVER FOUR MILLION IN USE! The colorful, shatterproof, kidproof AC/DC set that nothing can happen to! So solidly built that it plays on and on for years! If any other radio set, at any price, has ever tied Arvin Rainbow's record for sales and value, we've never heard of it! Keep it on display in all six colors—Coral, Green, Ivory, Citron, Cherry and Sandalwood—and see sales maintain a steady, gratifying, profitable pace! Makes a wonderful trader-upper, too!

\$15.95

Radio & Television Division, **Arvin INDUSTRIES, INC.**, Columbus, Indiana

AMERICA'S MOST COMPLETE RADIO LINE - - - HALF A HUNDRED CHOICES FROM \$12.95 TO \$64.95

Emerson DELIVERS ADVANCES IN

**Exclusive Emerson
advances edge out
your competition!**

No wonder! Emerson gives your customers more of what they want...advantages they can get only with Emerson!

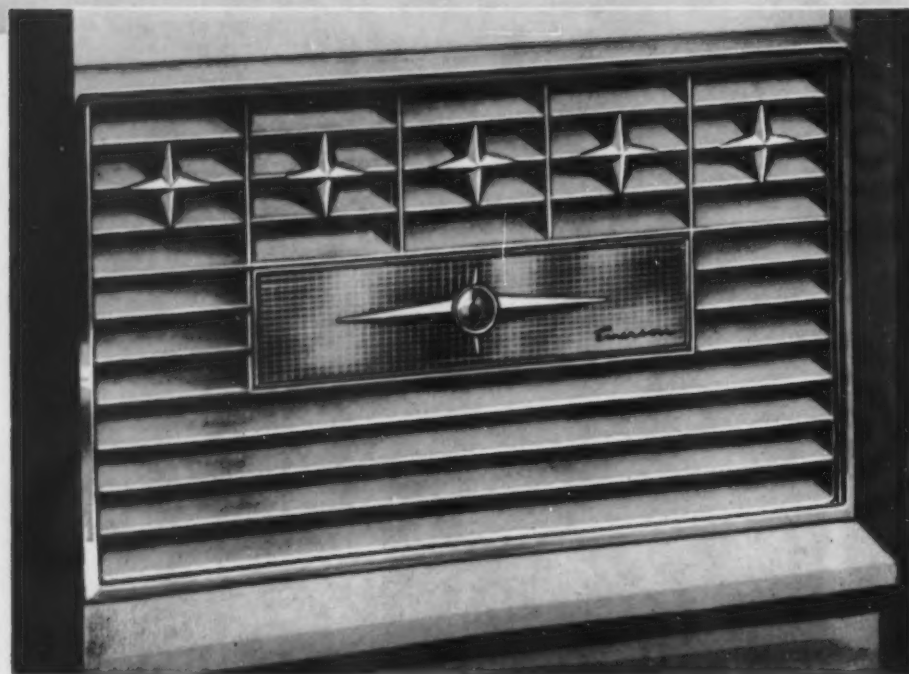
- Simple-plug-in thermostat available for all Standard models.
- No supports needed! So compact, Emerson requires no outside supports to mar walls with holes or rust-stains.
- Many other exclusives! Easy to reach front controls. Emerson electrostatic filter is most effective yet devised. Extra-quiet, permanently lubricated fan motor. And Emersons evaporate all moisture, eliminate drip!
- Heats, too! DeLuxe unit has heater, built in thermostat!

**Plus the Most Exciting Price,
Promotion and Profit Story
in the Entire Industry!**



Emerson

OVER 15,000,000 SATISFIED OWNERS...AMERICA'S BEST BUY!



NOW! Everyone's a prospect for PLUG-IN AIR CONDITIONING

That's right! Now your customers can plug in an Emerson air conditioner as easily as a toaster! Two models ($\frac{1}{2}$ and $\frac{1}{2}$ h.p.) available with 7 $\frac{1}{2}$ amp rating! No special power lines needed! Plugs into any outlet, just like any small appliance! Overcomes all landlord objections and city ordinances...and operates with greatest possible economy!

CHECK THESE NEW ADVANCES IN FLEXIBILITY AND PERFORMANCE

- ★ Mounts in 15 different positions—from flush inside to flush outside!
- ★ Mounts in transom, window-top, or through wall!
- ★ Even fits casement windows neatly, easily!
- ★ Mounts with only simple tools—easiest to install, easiest to sell!

$\frac{1}{2}$ hp, \$189⁹⁵ $\frac{1}{2}$ hp, \$239⁹⁵ $\frac{3}{4}$ hp, \$299⁹⁵ 1 hp, \$399⁹⁵

(Residential and Commercial units available in 2 and 3 ton models)

PRICES SLIGHTLY HIGHER IN SOUTH AND WEST

THE GREATEST AIR CONDITIONER HISTORY

another Emerson "First"...
the PORTABLE
Air Conditioner



Leave it to Emerson to bring you this terrific sales leader! Now you can offer the advantages of two air conditioners for the price of one! The ingenious Wheelair cart carries Emerson room-to-room! Single unit cools living room during the day and evening, bedroom at night! It's easy to move! An exclusive Emerson feature that gives you a big new exciting sales story. Wheelair optional on new 1955 Emersons.

Emerson

EMERSON RADIO AND PHONOGRAPH CORP., N.Y., U.S.A.



**Home Air Conditioner
On Wheels Lets You
Move Comfort Around**

**New, Easy-to-Install Unit Is
Like Owning Two Coolers for
Price of One, Gloats Emerson**

By a WALL STREET JOURNAL Staff Reporter
NEW YORK — Emerson Radio & Phonograph Corp. has a home air conditioning unit you can wheel about from room to room on rubber-tired wheels.

Part of the company's regular line of air conditioning equipment introduced here, the new unit looks much like a regular window-type cooler, but it sits atop a solid wrought-iron carriage much as a table model TV set sits on its table. When the home owner is through air conditioning his living room, say, for the evening, he wheels the whole works down the hall to cool the bedroom off for the night.

Installation at the new spot, Emerson says, can be handled in a minute without tools. "It's like owning two units for the price of one. One's comfort is never left behind—it goes with you from room to room," exclaims company president Benjamin Abrams.

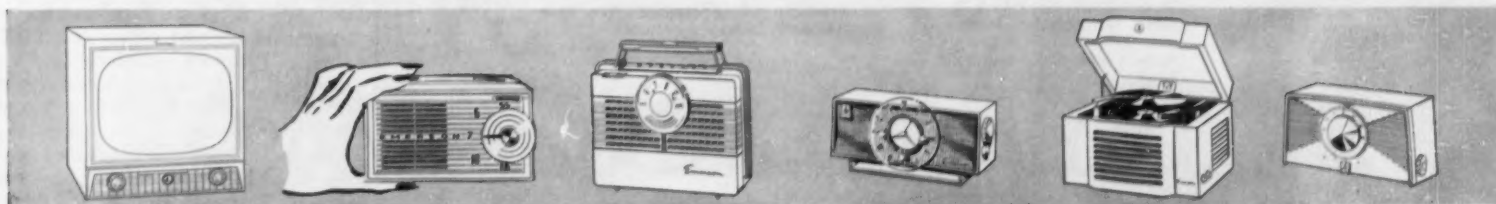
The new portables come in a series of models ranging from a 1/3-horsepower unit priced at \$189.95 to a 1/2-horsepower job at \$329.95.

Also new to Emerson's 1955 line is an air conditioner claimed to draw less current for operation than any other model on the market. It not only cuts operating costs but does away with the need for the special re-wiring jobs required to put air conditioning into some homes, a spokesman says. The low-operating-cost unit, rated at 1/2-horsepower and selling for \$299.95, gives as much performance as conventional models, he says.

All told, Emerson this year is offering 13 new window-type air conditioners, with prices running from \$189.95 to \$429.95.



REG. U. S. PAT. OFF.



TELEVISION

POCKET RADIOS

PORTABLE RADIOS

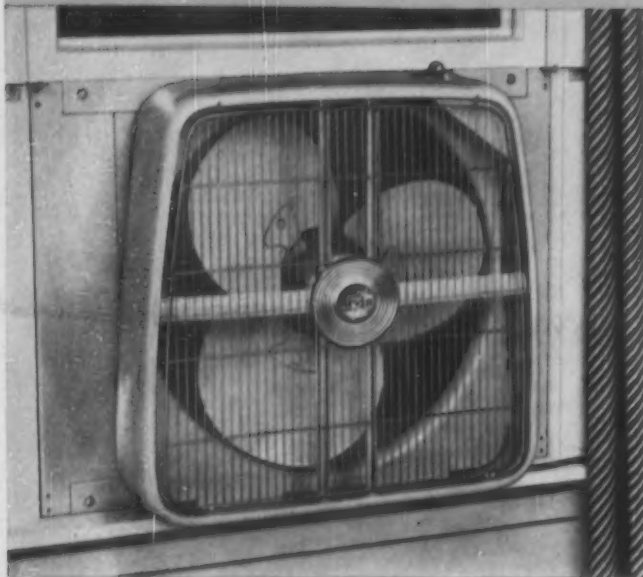
CLOCK RADIOS

HI-FI PHONOS

TABLE RADIOS

ANNOUNCING

the brand new **Arvin** electrically reversible 20" window fan assembly



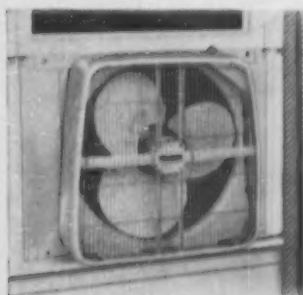
complete with
expandable panels

\$59⁹⁵

Model 7720—Your most demanding customers will go for this in a great big way! Changes from intake to exhaust at the flick of a switch. Fits practically any double-hung sash from 30" to 40" wide. 3 aluminum air-scoop blades. 3-speed weatherproof induction motor; no TV or radio interference. Gray enamel finish. Fingersafe nickel-and-chrome wire Safety Grille. **GUARANTEED** for one year!

Sizes people want—at prices they want to pay!

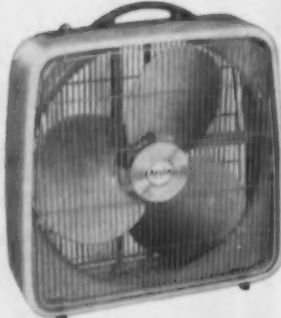
20" Window Fan Package with side panels



\$49⁹⁵

Model 7520—Easy to install in any double-hung sash 30" to 40" wide. 3 aluminum air-scoop blades; quiet rubber-mounted steel hubs; 3-speed weatherproof motor with 4-point support; gray enamel finish. Fan lifts out to reverse for intake or exhaust; safety grille fits either side.

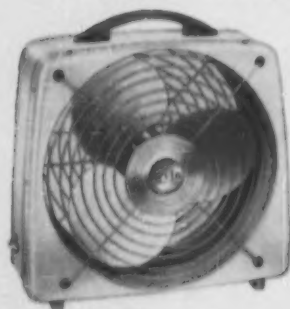
20" DeLuxe Portable Fan



\$49⁹⁵

Model 7620—Unbeatable value for use in window or anywhere in the home. Easily portable; weighs only 27 lbs. Same features as Model 7520, plus safety grilles front and back, carrying handle, and suction rubber feet to hold fan steady and prevent scratching.

14" Portable Window or Floor Fan



\$28⁹⁵

Model 7414—Big in 1954—bigger appeal now! 3 aluminum air-scoop blades; weatherproof induction motor; 2-speed switch; safety grille front and back. Used for window exhaust or intake; handle makes it easily portable for inside use. No-scratch rubber suction feet. Gray enamel finish.

Portable "Hi-Lo" Pedestal for Model 7620 Fan. Chrome finish above; gray enamel below. Fan height adjusts from 31" to 60". Large rubber wheels. Fan rotates in frame through 360°.

\$19⁹⁵

Model 601 Panels for Model 7620 Fan. Fits 30" to 40" opening. Easy to install from inside. Finished to match fan.

\$5⁰⁰

Model 614 Panels for Model 7414 Fan. Finished to match fan. Installed with screwdriver. Brackets included.

\$5⁰⁰

Electric Housewares Division, **Arvin INDUSTRIES, INC.**, Columbus, Indiana

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 30

10 percent . . . one out of every four of the 45 million wired homes in the United States will purchase a major appliance in 1955 . . ."

Mr. Freeland pointed out that the dealers had evidence at Western Markets that there is plenty to sell ". . . color in many kitchen and laundry appliances; the built-ins, such as automatic ovens and surface cooking units; wall refrigeration units . . ." and he reminded them that the idea of built-in appliances originated on the West Coast.

The many new sales features will serve to build "a greater market for high saturation appliances" he said, and as a result dealers will have to back up their sales with a sound trade-in program. Mr. Freeland told the press that "A" trade-in program at the retail level is not one that simply offers liberal allowances for used appliances. It calls for: (1) A service shop and a spray booth to recondition used appliances for resale; (2) an experienced manager who knows how to recondition appliances so they can be sold profitably; (3) a merchandising plan to sell them.

Evident: Optimism. Such optimism spoken from manufacturer level, and witnessed in dealer actions, was restated at the national dealer level two days later when 650 dealers, salesmen, and distributor personnel heard an impressive talk by NARDA president, dealer Harry B. Price, at the semi-annual appliance-TV industry dinner. Price, who also made talks before dealer and industry groups in Fresno and Phoenix while on his western tour, told the San Francisco group that business should be considerably better during the first half of '55 compared to '54. He pointed particularly to the opportunity in selling the built-in appliances, color, low saturation goods—a field which requires the specialty selling which the dealer can offer, and which few discounters can meet.

In his later speech to the Appliance Merchandisers Association in Phoenix, Mr. Price further analyzed the importance of the changes in merchandise available for sale: ". . . You're going to adjust to the inventory problems brought on by colored ranges, refrigerators and other appliances, and you're going to make it sound business sense."

"You're going into the kitchen business, too. With built-in ovens and top burners in most full lines and many specialty ones, with built-in freezers and other products requiring installations, you'll be working with carpenters, electricians and plumbers as part of the same team and selling more cabinets and other special kitchen and laundry equipment . . . we retailers have been given a new opportunity to serve our customers, a chance at a fresh concept of our role in the industry and the national economy. By the skills we demonstrate and the capacity to change we show will be determined our business future." End

**NORGE SETS NEW
ALL-TIME SALES RECORD**

\$15,000,000

SALES IN JANUARY

100% INCREASE

OVER ANY PREVIOUS MONTH IN

NORGE HISTORY WHY?

NORGE DISTRIBUTORS REPORT— “GREATEST DEALER ENTHUSIASM WE’VE SEEN IN YEARS!”



"Dealers orders equalling or surpassing entire 1954 purchases." Ludwig Hommel, Ludwig Hommel Co., Pittsburgh, Pa.



"2% Plan dynamite. Sold out entire 1st quarter allotment—must have more!" says H. A. Wind, Sales Mgr., Norge Div., Radio Distributing Co., Detroit.



"Norge '55 line the hottest ever. Every dealer expects tremendous sales." O'Farrell Welch, Leo J. Meyberg Co., San Francisco, Calif.



"Dealer reaction enthusiastic over complete Norge program, especially the profit-sharing plan." Robert Sampson, The Sampson Co., Chicago, Ill.



"Attendance doubled—Orders tripled all previous open houses." F. P. Goodwin, Vice Pres. & Sales Mgr., Woodson-Bozeman Co., Memphis, Tenn.



"Dealers enthusiastic about 2% Profit Plan." E. J. Straus, Mayflower Sales Co., St. Louis, Mo.



"They came, they saw—and brother how they bought!" Ed Frohlich, Pres., Warren Connolly, Inc., Long Island City, N. Y.



"Norge's dynamic 1955 line and 2% dealer profit sharing plan have brought amazing dealer response." Milo Chavez, Washington Wholesalers, Wash., D.C.

more - much more - from **NORGE**

AND NORGE DEALERS SAY— “FASTEST TURNOVER WE’VE SEEN IN YEARS ON HOME APPLIANCES”



"Sold 40 Norges first month." Ed Gummelt, Jr.
Central Butane Co., Waco, Texas.



"No other line could have offered me any-
thing to equal the Norge program." H. G.
Malamuda, Praeger Hardware Co., San An-
tonio, Tex.



"12 Sales in 2 Days." Dave Yorgey, Yorgey
Appliances, Reading, Pa.



"Top management very pleased with improved
profit and the extra 2% Norge offer..." Martin
H. Silverman, Spear & Co., Pittsburgh, Pa.



"My increase in Norge sales in 1954 over
1953 was 200%." Harry Cooper, Cooper
Appliances, Toledo, Ohio.



"Think your advertising sensational and ap-
preciate your 2% Profit Plan." Joe Mizerany,
Mizerany Appliance Co., St. Louis, Mo.

in PRODUCT, POWER, PROMOTION, PRICE, PROFIT

POWER PROGRAM

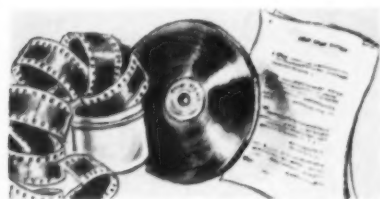
Not just "ads"... but a steady barrage of PROFIT BUILDING PROMOTIONS!

—not just "tie-ins" or dealer "helps"... but a complete,
specific 12-step promotional program that
SELLS APPLIANCES TODAY!



NORGE SELLING STATION:

Full color displays that provide maximum display and sales impact in a minimum floor space!



NORGE TV & RADIO:

include 50-second films, 50-second radio recordings and 20-second radio scripts—with space for your store name, address and personal selling message.



NORGE COLORFUL OUTDOOR POSTERS

with generous space for your imprint... your choice for Washers, Dryers, Ranges, Refrigerators.



NORGE OUTDOOR PLASTIC SIGN.

3-dimensional embossed surface in 5 sparkling, permanent colors, fluorescent lighting.

Here on this page we illustrate a few of the many Norgé promotional tools that funnel Norgé's power-promotion straight through your door! But we can't fully describe the complete Norgé 12-step program here. Get the facts from your Norgé distributor!



NORGE SALES "OOMPH" GIRL:

This Norgé cutie is an "eye-stopping" 3 dimensional flashing sign in brilliant colors. For Window or main entrance.

NORGE ADVERTISING ATLAS:

provides complete details of the Norgé County-by-County Power Program for 1955 as well as *all* the complete consumer magazine schedules and the myriad of hard-hitting Norgé advertising services available to Distributors and Dealers in 1955.



NORGE SALES CLINCHER MOVIES:

5 new, 4-color, sound-slide films that train your salesmen, pack them with ammunition for demonstrations and sales-closing pitches.

NORGE SALES CLINCHER MANUAL:

All the facts, figures and proof you need to hold a sales-sizzling meeting and get your salesmen all charged up.



POWER-PRODUCTS..

EXCLUSIVE SELLING FEATURES!



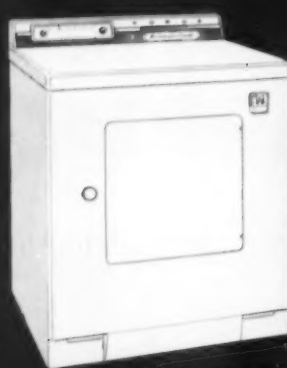
Model TDC-13124

- Norge Customatic Refrigerator-Freezers**
- with exclusive built-in WEATH-R-GARD
 - Giant 124-lb. freezer section



Model AW-450

- Norge Time-Line Automatic Washers**
- Rated No. 1 by independent research laboratories
 - Exclusive Time-Line Control



Model AE-620

- Norge Time-Line Automatic Dryers (Gas or electric)**
- 4-way selective drying—safe for all fabrics
 - Exclusive Time-Line Control



Model VF-1255

- Norge Home Freezers (Upright or chest-type)**
- Jet-Freeze shelves
 - 5-year Food Protection Warranty



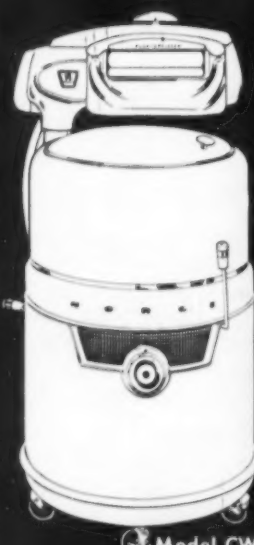
Model G-341

- Norge Automatic Gas Ranges**
- Exclusive INFINITROL burners—most advanced burner design in the world



Model E-3020

- Norge Automatic Electric Ranges**
- Complete line features extra large ovens... Tele-Vue Controls.



Model CW-248

- Norge Conventional Washers**
- White or new sunshine yellow
 - Automatic timer—safety wringer

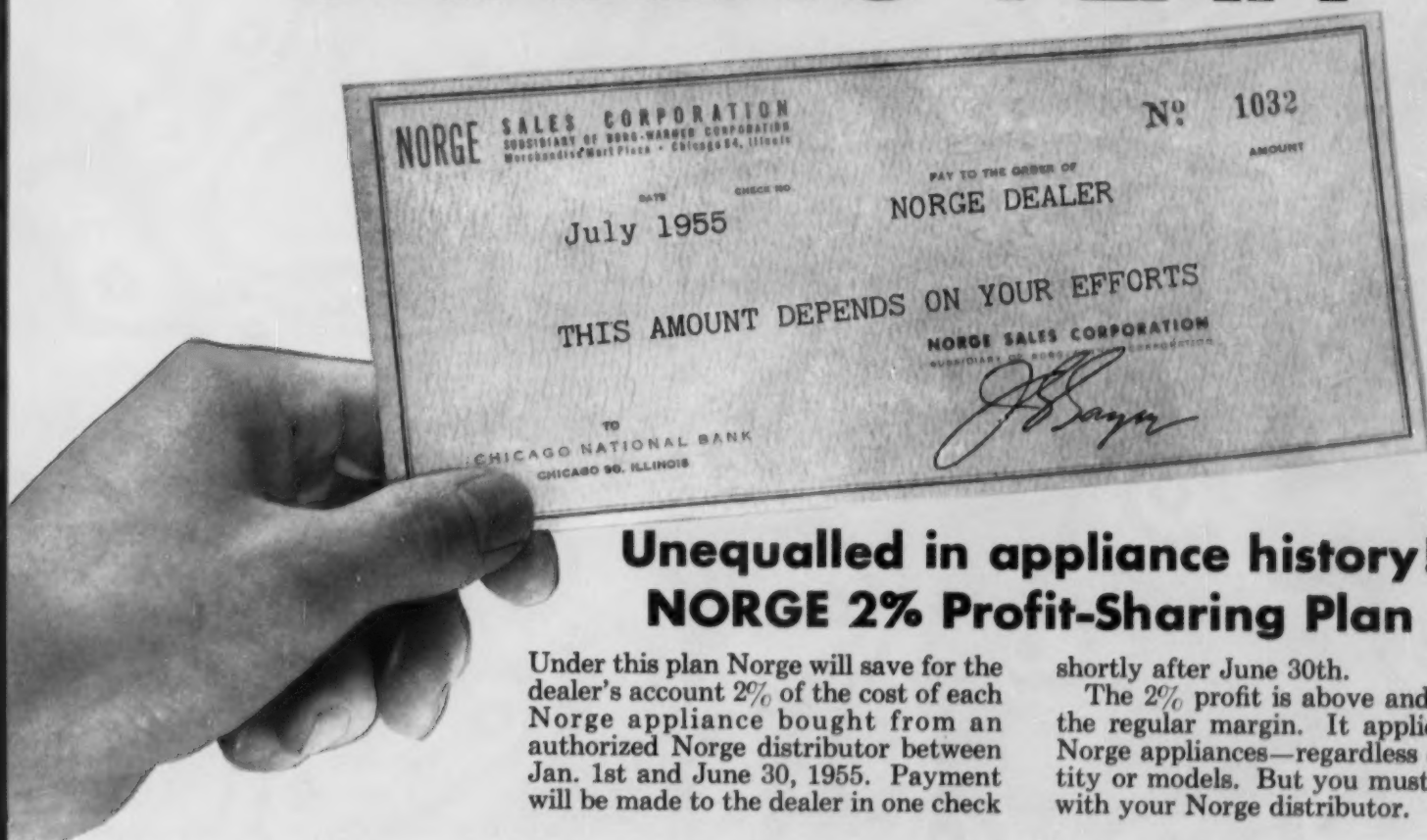


Model GH-10

- Norge Water Heater (Gas or electric)**
- Glass-lined—quick recovery—automatic
 - Exclusive Norge 10-year warranty

NORGE 2% TWO.

DEALER PROFIT-SHARING PLAN



Unequalled in appliance history! NORGE 2% Profit-Sharing Plan

Under this plan Norge will save for the dealer's account 2% of the cost of each Norge appliance bought from an authorized Norge distributor between Jan. 1st and June 30, 1955. Payment will be made to the dealer in one check

shortly after June 30th.

The 2% profit is above and beyond the regular margin. It applies to all Norge appliances—regardless of quantity or models. But you must sign up with your Norge distributor.

NO CROWDED TERRITORIES

under the Norge plan of selective distribution

Norge franchises are not granted indiscriminately. They are hand picked... every application carefully checked to see that each dealer has a full opportunity for profit.

Norge invested \$75,000 in a careful market research study to eliminate any possibility of duplication of territories. This study also uncovered new areas with high sales potentials for wide-awake dealers.

NORGE

is betting its own
chips, too, with a
\$5,000,000
plant expansion!

...an expansion made possible—yes, even necessary—to take care of the huge sales increase resulting from Norge Power Programs.



**DON'T LET THE NORGE FRANCHISE GET AWAY FROM YOU—
CALL YOUR NORGE DISTRIBUTOR NOW**

***more - much more - from* NORGE**



NORGE SALES CORPORATION, SUBSIDIARY OF BORG-WARNER CORPORATION, MERCHANDISE MART PLAZA, CHICAGO 54, ILLINOIS

ECONOMIC CURRENTS

Riding for a Fall?

By the McGraw-Hill Dept. of Economics

IS the pace of the business pickup going so fast that we are riding for an economic fall later in the year? Business indicators have been moving up so fast that they have outrun all but the most optimistic expectations. To some, this now looks like the beginning of an inflationary boom. The most likely prospect is, however, that the year will show a fairly steady rise—with neither an inflationary boom, nor a severe fall in production later in the year.

With the recent pickup in business, the outlook for appliance dealers has greatly improved. The estimates of appliance makers that sales of major appliances will be from three percent to 30 percent ahead of 1954 (Economic Currents, February, 1954) now seem conservative. Consumers have been spending at a record rate. For example, consumer installment credit rose to \$22.5 billion in December—another record high. A great part of this increase was due to the early model changeover in the auto industry. The steadiness of consumer spending in general has been, and continues to be, a stabilizer against either inflation or recession, despite some wide swings in the case of particular products.

With incomes rising, there is still plenty of room for total consumer expenditures to increase. And consumers have more money than they've ever had before. Personal income reached \$286.5 billion in 1954—the highest year in the history of our economy. The amount the consumer had left to spend after taxes was \$3.5 billion more than 1953. The steady gain in consumer incomes and purchases will be a sustaining force through 1955, as it was throughout 1954.

DOUBLE BOOM

The two booming sections of the economy currently are automobiles

and housing. It is the rapid upturn in these industries that have started worries about a possible inflationary boom. According to Ward's Automotive Reports, the auto industry plans to make 1.9 million autos in the first quarter of 1955. That's one-third of the 5.7 million auto sales that optimists in the industry have forecast for the entire year. This unusually high rate of production is partly explained by public acceptance of the new models. The December surge in installment credit for autos showed the enthusiasm with which the public had accepted the new cars. On-the-cuff buying of autos increased \$100 million in December last year—and normally auto credit declines in December. In addition, the auto companies are believed to be building up stocks of cars as a precaution against possible labor troubles this spring.

At the current rate of production it is possible to argue that the auto industry will build up to a point of collapse by mid-year. But auto makers are not likely to do anything so foolish as producing themselves into an impossible inventory position. If cars begin to pile up during the first half-year, production schedules will be cut before the point of disaster.

The prospect is that pressure of demand from this industry for materials and supplies will soon begin to ease. In short, the auto boom is likely to slow down. But—if there is no strike—the slowdown can be quite orderly.

Homebuilding is another industry that has done more than its share to push up the economic indicators. Housing starts are running at an all-time high this winter. The rate of starts in November and December was at or above 1.4 million a year. About 1.4 million starts were made in the

(Continued on page 52)



"WE WANT A FULL LIFE SIZE—TWELVE INCH SCREEN."

ELECTRICAL MERCHANDISING—MARCH, 1955



an idea
takes root
when they spot this label!

Every time a customer sees the Fiberglas® label—in magazines . . . on television . . . on anyone of hundreds of practical products—the roots of recognition go down deeper and deeper. To millions, the Fiberglas name is a buying guide to extra value. And we're making sure that millions see the Fiberglas label often! For example:

Over 26,000,000 LIFE readers will see this advertisement!

The April 4th issue of "Life" will carry this full-page, 4-color advertisement stressing the importance of selecting home appliances that bear the Fiberglas label. Taped on your window—or mounted, with ribbons running to Fiberglas-insulated appliances—this ad and the label it tells about can help turn acceptance into profitable sales.

Tell your customers how Fiberglas Insulation—the hidden feature—assures "performance protection." You'll find it pays! Owens-Corning Fiberglas Corporation, Dept. 104-C, Toledo 1, Ohio.



OWENS-CORNING
FIBERGLAS

®T. M. Reg. Owens-Corning Fiberglas Corporation.

makes good things better
...makes new things possible

"You got a great
with

DU WIDE H



Du Mont
Wide Horizon KENDALL
New! Traditional styling in
mahogany or limed oak
grain finish.



Du Mont
Wide Horizon
LANCASTER
New! Modern styling in
mahogany or limed oak
grain finish.

future"...



Du Mont Wide Horizon TREVOR
New! Contemporary styling in mahogany
walnut, or limed oak grain finish.

MONT[®] ORIZON

BIGGEST 21-inch Picture...in every model!

BIGGER picture... **BIGGEST**, wide-open 21-inch!
BETTER reception... new high power, high quality circuits!
BRIGHTER contrast... new depth and detail from extra power!

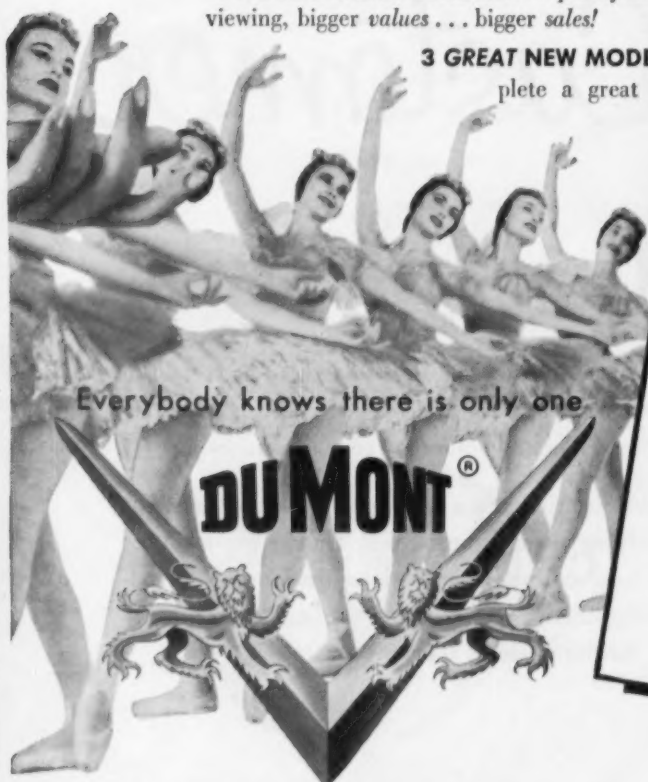
IT'S GREAT MERCHANDISE... quality-made for bigger
viewing, bigger values... bigger sales!

3 GREAT NEW MODELS... to com-
plete a great line! On this
page... see

the Trevor, Kendall and Lancaster. All 3 have Wide Horizon screens
and the packed-in value details that *sell* Du Mont feature by feature!
All 3 have record player outlets... continuous tone controls...
illuminated dials... dust-sealed, reflection-free viewing... remov-
able safety glass... quality "extras" everywhere!

"YOU GOT A GREAT FUTURE with Du Mont"... because you
can offer so much *more* value in *every* price class, at discounts that
put *vision* in your television outlook for the coming year!

and speaking of
"WIDE HORIZONS"...



Everybody knows there is only one

DU MONT[®]

Who's For HONOLULU?

Join the Du Mont Wide Horizon
Window and Store Display Contest for retailers
and distributors' salesmen... and WIN!

GRAND PRIZE... a flying trip and 5 days
in glorious Hawaii
(or \$500 cash if you can't get away)!

**80 OTHER GREAT PRIZES! ASK YOUR
DU MONT DISTRIBUTOR'S SALESMAN
FOR FULL DETAILS!**



*Trade Mark

FIRST WITH THE FINEST IN TELEVISION

PHONE YOUR NEAREST DUMONT DISTRIBUTOR FOR FULL INFORMATION OR WRITE TO: Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, New Jersey.
Canadian Affiliate: Canadian Aviation Electronics, Ltd., Du Mont Television Division, Montreal, Canada.



One Satisfied Customer tells another...



But so does a *dissatisfied* customer! Then what? Best thing is to be certain in advance that all your customers will be *satisfied* customers. A sure way to do that is to standardize on Packard Electric motors for your appliances.

Packard fractional horsepower electric motors have been satisfying users for over 38 years . . . and satisfying manufacturers, too. They're good motors . . . they perform their jobs long and well. They deliver the kind of dependable, "we-never-think-about-the-motor" performance that builds increasingly greater customer acceptance for the products they power.



Packard
REG. U.S. PAT. OFF.
TRADE MARK

Packard Electric Division,
General Motors,
Warren, Ohio

ANNOUNCING

The sensational **NEW** 1955

EUREKA

SUPER Roto-Matic

SWIVEL-TOP CLEANER



with New
ZIP-CLIP Swivel-Top

Easier to Use . . . Easier to Empty!

Zip the Clips and top comes off . . .
remove paper bag and throw away
. . . insert new bag . . . replace top
and Zip the Clips!

Rated America's
No. 1 Best Buy
by leading authorities



MORE POWER!

New 650 watt, full 1/2 HP
motor creates more powerful
suction to clean faster,
clean better.

Exclusive! Attach-O-Matic

Clip-on Tools

Tools and electric cord
clipped to cleaner's side
—no carrying or
storage problem—
saves time, steps
and temper!



Amazing 3-D RUG NOZZLE

The finest,
most efficient
rug nozzle made:
cleans 3 ways—front,
rear and both ends.
Floating brush
removes dog hair, lint.



Easy Roll ROTO-DOLLY

Equipped with 4
rubber ball-bearing
wheels. Does not
mar even highly
polished floors.



but still only

\$69⁹⁵

complete with
8-piece set
of deluxe tools.

and many other features

- New miracle shag rug tool—Optional
- 2 to 5 lbs. lighter—easy to carry
- Hum quiet—no vibration
- Adjustable suction for drapes
- Triple filter—no dust escapes
- Tools lock—don't fall apart

Saves your customers \$20 to \$30

HAS MADE EUREKA AMERICA'S
FASTEST GROWING FAVORITE IN VACUUM CLEANERS

SEE
NEXT 2
PAGES

plus **EUREKA'S**
famous "ONE-TWO"
in a

SUPER

Good Housekeeping

Post

1 POWERHOUSE NATIONAL ADVERTISING

In the powerhouse magazines ...
week after week ... that make
local promotions **CLICK!**

LIFE

LIFE

March 7

This terrific \$48,000.00 2-color
2-page spread ad will crash
LIFE'S 38 Million Readers

THEN ON

March 19

this same big 2-page ad
—cost \$42,000.00—hits

POST

The pile-driver **IMPACT** of Eureka's mammoth national ads in leading mass periodicals and women's magazines will bowl your prospects over! Big, colorful ads with your Eureka Roto-Matic sales story hammered home point by point—powerful pre-selling ads that pull prospects into your store with money in hand. Tie in your efforts with this nationwide barrage—you'll really "go to town!"

Wonderful, wonderful
the "Rated No. 1 Best Buy"

New! Jewel-like Beauty!



new features make
better than ever!

Introducing the marvelous new

1955 EUREKA
Super Roto-Matic
With New Zip-Clip Swivel Top

...easier to use...easier to empty

And Out Out!
69⁹⁵
Save '20 to '30



Sensational New 1955

EUREKA

SUPER Roto-Matic

SWIVEL-TOP CLEANER

... and **CONTINUING** all through
your Spring selling season!

Magazine	Issue	On Sale
LIFE	Mar. 7	Mar. 4
	Mar. 21	Mar. 18
	Apr. 11	Apr. 8
	May 2	Apr. 29
SATURDAY EVENING POST	Mar. 19	Mar. 15
	Apr. 23	Apr. 19
	May 21	May 17
GOOD HOUSEKEEPING	April	Mar. 20
	June	May 20
MACLEAN'S	Apr. 1	Mar. 20
	May 1	May 1

... every ad packs a real **SALES PUNCH!**

INTRODUCTORY PROGRAM

2 POWERHOUSE PROMOTIONS

that never miss!

Every time you run these ads
you get big business at big
profits...and QUICK!

When you promote you sell—it's as simple as that. Run these tested surefire Eureka Roto-Matic promotion ads in your local newspaper and you'll be amazed at the immediate sales. You can't miss.

In Baltimore—in Louisville—in Wilmington—in Indianapolis, and in hundreds of other towns, big and small, similar Eureka Roto-Matic promotion ads produced thousands of Eureka Roto-Matic sales in December. Ad mats in all 3 series in 3 sizes—13½", 33" and 57". Order from your distributor at once.

..WITH THE *Magic* PRICE

still only

\$

69

95

complete
with
all
attach-
ments!

ELECTRICAL MERCHANDISING—MARCH, 1955

Special Offer
to introduce the
exciting new 1955
EUREKA
Super Roto-Matic
with ZIP-CLIP Swivel-Top

Introductory Special!
New 1955 **EUREKA** Super Roto-Matic
with ZIP-CLIP Swivel-Top

Free \$27.45 Offer!
This Week Only!
your FREE
of extra cost!

\$7.50 Offer!
This Week Only!
your FREE
of extra cost!

\$69.95
Complete with Extra Tools

All that's modern in ONE cleaner
...and you save \$20 to \$30

See "live" demonstration at our store at once, or
PHONE (Insert Phone No.) FOR 10-DAY HOME TRIAL!

Small Deposit
\$1.00
down each
weekend

PHONE, WIRE OR WRITE TODAY!
EUREKA WILLIAMS COMPANY
Division of Henney Motor Company, Inc. BLOOMINGTON, ILLINOIS

You're dealing from a stacked deck when you run these newspaper promotions—the results are a foregone conclusion. They pull people in—they close sales at good profit for you.

And why not? At its nationally advertised price of \$69.95, the Eureka Roto-Matic is America's outstanding value in vacuum cleaners—rated "No. 1 BEST BUY" by the nation's leading authorities, whose word is accepted as gospel by housewives coast to coast. When you add the EXTRA inducement of these "FREE" deals, results are PHENOMENAL! Run the ads! You'll be adding LOTS of dollars to your bank account!

PHONE, WIRE OR WRITE TODAY!
EUREKA WILLIAMS COMPANY
Division of Henney Motor Company, Inc. BLOOMINGTON, ILLINOIS

STACKED With SALES

Your '55 Fan Deal
From **Viking**



Here's **Viking's**

"Volume Short Line" Fan Story

New Feature-Packed "920"

Circulating... Exhaust... Ventilating Fan

- Two-speeds
- Dial switch
- 2500 CFM*
- Portable... Reversible
- Optional Floor and Window Stands
- Fingerproof Grills (front and back)
- Quiet 20" blades



"You've got a winner here, I'm sure. It's good looking, compact, powerful, competitively priced and loaded with features that look easy to sell. Just what our dealers need for volume". That was the reaction of Perry Winokur of Main-Line Distributors in Chicago, Illinois when R. J. "Bob" Flanagan, his Viking Representative, told him about the all-new Viking "920".

FAMOUS SALES-TESTED "955" Deluxe WINDOW FAN

- Electrically Reversible... 2 speeds
- Eye-level push button controls
- Automatic Timer
- Exhausts 3500 CFM*
- Circulates 2000 CFM*
- Quiet 22" blades
- Seafoam finish
- Gold or Silver trim color
- There were more Custom and Deluxe "955" Fans sold in 1954 than any other window fan this size or larger. Positive proof of its sales ability.

(VIKING'S "955" CUSTOM has all the popular Deluxe features except the Automatic Timer reducing its retail price enough to close the sale with any fan buyer.)



"With the '920' and these two models of the '955', our dealers have low, middle and big ticket prices to sell. They should give him maximum sales per dollar inventory investment. And believe me, that's what he wants". So stated Herbert Williams of Main Line Cleveland Inc. in Cleveland, Ohio after Viking Representative Tom Eby had shown him the "955".



Backed By This Selling Support

- 50-50 Co-op Ad Allowance
- Newspaper Ad Mats
- Store and Window Fan Display
- Radio Commercials
- Television Commercials
- Four Color Product Literature

DEALERS: Get the whole story from your Viking Distributor. See "How To Make Money With Window Fans" before you buy.

Viking
Air Conditioning

DIVISION OF THE NATIONAL RADIATOR COMPANY
3801 Wadsworth Ave. Cleveland 2, Ohio



Other
Viking Products
Blower Assemblies
Blower Packages
Humidifiers



Economic Currents

"The outlook is still good for business . . . maybe even better than most optimists forecast earlier in the year."

record year 1950—and no other year has come close to that figure.

BRAKES ON INFLATION

Can the level of homebuilding continue to expand—or even hold to its present peak? It seems probable that some problems will crop up for the homebuilders later this year, either because of a tighter money supply or because of materials shortages.

Right now, there's plenty of money for mortgages. But the supply of funds for long-term investment may get tighter later in the year if homebuilding continues its present pace and states and municipalities continue to increase their borrowing. And the new 40-year, three percent bond issue just announced by the U. S. Treasury may eat up more of the available funds.

Even now, there are reports of shortages of building materials. Some producers are said to be using an allocation system to distribute the scarcer materials. Shortages and perhaps rising prices for building supplies may put a limit on the amount of housing boom the country can absorb in one year.

The liberal terms of the Housing Act of 1954 should carry the industry through the first half of the year and perhaps longer—especially in a year when incomes will be high and rising. But in housing, as in autos, there are signs that the pace will slow down.

If autos and housing slow down a bit, the danger of an inflationary boom—and later collapse—are greatly reduced. In terms of other overall economic indicators, the rise may well be less rapid in the next few months. And at less rapid pace, the rise can continue through 1955.

Even though consumers may spend a bit less on autos and housing, they are likely to spend more on soft goods and services. The outlook is still good for business—maybe even better than most optimists had forecast earlier in the year—but not for the kind of boom that means inflation, or a painful let-down. *End*



"YOU NEED NEVER DEFROST IT. JUST TELL YOUR HUSBAND TO DO IT."

Here's the all-new 1955 Frigidaire Imperial "Cold-Pantry"

Stores food the way women buy it - the way they use it



So new it needed
a new name - so packed
with brand-new selling
features women will
find it hard to resist.

Huge Refrigerator on Top

puts most-used foods at eye
level. Exclusive Frigidaire
Flowing Cold, Roll-to-You
Shelves, Cyclamatic Defrost-
ing - and many more - give
women every wanted feature.

Huge Picture-Window Hydrator in the Door

makes a colorful fruit and
vegetable display. Full 22
quart capacity. Waist-high,
it swings down on nylon
rollers. Glides up and out of
the way when not in use.
Also completely removable.

Huge Separate Food Freezer in Base

keeps 66 pounds of frozen
food in zero zone safety for
months. Has fast-freeze shelf,
Roll-to-You Basket.

CIV-115



The key to
a brighter
appliance future

spearheads the greatest array of new appliances
and dynamic advertising selling plans
ever to come from FRIGIDAIRE →



A brand-new

More of everything women want in refrigerators—that's exactly what this great 1955 Frigidaire line gives them! *More convenience* in the unique Cold-Pantry with refrigerator on top, freezer on bottom and new Picture-Window Hydrator. *More variety of choice* in two-door and single-door styles. *More beauty* in the brand-new interior and exterior styling—the use of color, of trim. *More food keeping dependability* in the exclusive Frigidaire Flowing Cold system. More budget models, more "luxury" models with "easy stage" step-ups in-between. All adds up to more sales opportunities for dealers!

IMPERIAL 112! Completely new 11.2 cu. ft. two-door food freezer-refrigerator combination. Freezer holds 73 lbs., has 3 Quickcube Trays—2 regular, 1 new Quick-Cubelet size. Freezer door has 2 removable shelves; each holds 10 juice cans. Refrigerator has 4 shelves, 3 rolling; Meat Tender; Twin Hydrators; Egg Server; Butter Conditioner; and many more selling features.



New fully automatic Frigidaire Ranges



Revolutionary "Thinking Top" takes the watching and waiting out of surface cooking.

New Heat-Minder unit automatically controls *inside-the-pan* temperatures. New Speed-Heat Unit starts food cooking in seconds. Multi-Duty Thermizer with adjustable thermostat for controlled deep-fat frying. Cook-Master Oven Control and automatic appliance outlet. The last word in carefree, fully automatic cooking.

The 1955 range line consists of a variety of feature-loaded models. There are "Thinking Top" models; Thrifty-30 models; Wonder Oven models. Models with grouped and divided surface units; switches on front or back panel; two-oven and one-oven ranges; with glass oven windows or without; 21, 30 and 40" widths; beautiful Color Styling and Lifetime Porcelain inside and out.

Frigidaire Thrifty-30 Ranges offer a Complete 30" Cooking Center

Budget-priced model RV-38 packs big-range features and convenience into compact 30-inch area. Giant, full-width oven, Cook-Master Control, Radiant-tube Surface units. Two other models also available.



complete line of Frigidaire Refrigerators geared for easy step-up selling



More Imperial Models . . . 8.4 cu. ft. all the way up to a giant double-door 15 cu. ft. model. Imperial line includes "Cold-Pantry" models with food freezers at bottom. Others have freezer at top. There are models with Picture Window, full-width, or twin Hydrators; two-door or single door refrigerators; colored exteriors or white; Lifetime Porcelain or Dulux finishes.



Two New Deluxe Models . . . 8.4 and 10.3 cu. ft. sizes. Genuine Cyclamatic Defrosting refrigerators with most of the features of the Imperial models; completely separate food freezers, Cyclamatic Defrosting, Quickube Ice Trays, Rolling Shelves, Porcelain Hydrators, Egg Server, Butter Compartment, genuine Frigidaire one-piece cabinet, and many more—but at a lower price.



Full Line of Super Models . . . from 7.6 to 11 cu. ft. capacities. All models have full-width horizontal freezers and many exclusive Frigidaire features . . . and can be priced with competitive models offering far less.

Apartment house models . . . available in a choice of 4.4 and 6.1 cu. ft. capacities, manual defrosting models with U-shaped freezers.

... even new built-in units!



Believe it or not . . . here's where Frigidaire "Top of the Range" cooking is done

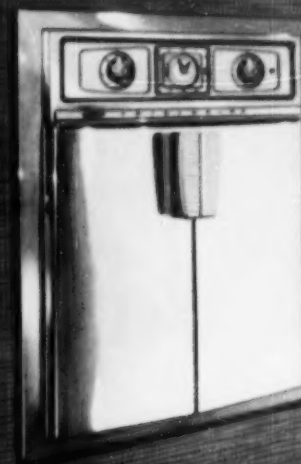
Here's the most remarkable space-saving surface unit set-up ever offered the public! Obsoletes all others to set the pace for built-in surface cooking in today's modern homes. Separately controlled Fold-Back units use no work surface in up position. Pull

down individually for cooking. Fold back up and unit turns off automatically, leaving counter top free for other use. Each section contains one 6" and one 8" Radiantube Surface unit. Mounts on 30" wide work surface.

Frigidaire's Giant Imperial Wall Oven with revolutionary new "French Doors"



Here's the first full-size built-in oven. Same size, same wonderful baking and roasting features as Frigidaire's finest ranges. Exclusive new "French Doors" swing out, back out of the way to save kitchen space. Give easy access to food. Up-top controls at easy-reach level. Cook-Master Oven Control. Separate fully insulated frame and oven install easily in cabinet or wall space.



A New Automatic Dishwasher with "Turbo-Spray" action!

Makes the dream of 5-minute dishwashing come true

Now Frigidaire Dealers can sell a truly automatic dishwasher that really frees women from the tiresome chore of pre-rinsing by hand and of complicated loading. Actually makes their dream of 5-minute dishwashing come true—2 minutes to scrape, once over lightly—3 minutes to load, then push the button! Exclusive "Turbo-Spray" action really gets dishes and utensils clean. Pre-rinses, washes, double-rinses and dries with Radiantube Heat. Available in undercounter, cabinet, portable and sink-combination models.

Food waste disposer available for easy installation on most sinks. Fast-operating and dependable. Shreds bulky food, cuts fibrous food, pulverizes hard, brittle foods.

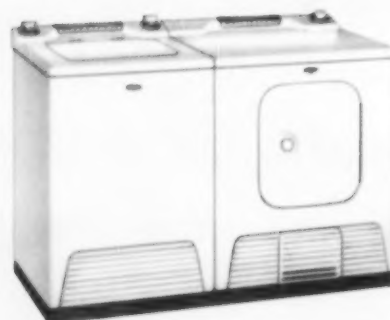


Beautifully styled upright and chest type Frigidaire Food Freezers

Upright models have 12.5 cu. ft. capacity, some have drop-leaf grille fronts for handy work space; convenient basket drawer that rolls out; door shelves; juice can rack;

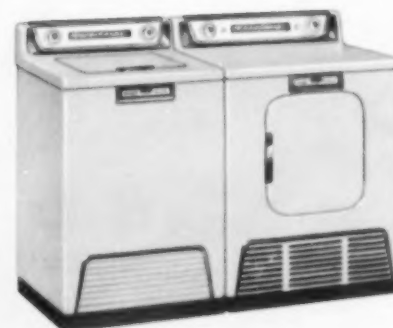
food index. 3 chest type models in 9.2, 13.2 and 18 cu. ft. sizes have "sealed-tite" construction; extra insulation; feather-lift lid, work table top; Meter-Miser mechanism.

Frigidaire Automatic Washers with Live-Water Washing and Electric Dryers to match



Here's genuine Frigidaire quality tagged for the low-priced market! The new Frigidaire DeLuxe Pair assures Frigidaire Dealers the biggest year yet in laundry equipment! Washer is truly automatic, not semi-automatic, with Live-Water Washing, Rapidry Spin, Float-over Rinse. Lifetime Porcelain rust protection where it counts.

Finest money can buy... the famous Frigidaire Imperial Porcelain Pair... super fast, super safe, super dependable. Filtra-matic Dryer with magic Filtrator traps lint, reduces moisture, needs no expensive venting. Both cabinets, tub and drum finished in Frigidaire Lifetime Porcelain.



Frigidaire Appliances

Built and backed by General Motors



The key to
a brighter
appliance future

See your Frigidaire Distributor for information about big "goings on" at Frigidaire for '55. Or write: Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Toronto 13, Ontario.

TAPPAN puts you in the Built-in Range Business

with this NEW, SELF-SELLING **TAP'N WALL** DISPLAY

There's no end to the profits you can make in the built-in range boom... IF you do something about it *NOW!* And, Tappan makes it easy for you to get started. All you need is this one attractive, self-selling Tap'n Wall display. Designed to show and sell the finest range, the biggest profit-builder in the built-in field, TAP'N WALL by TAPPAN!

Good Name! Good Range! Good Profits!
Get in the Built-in Business
with **TAPPAN**

TAP'N WALL BUILT-IN RANGES AVAILABLE
IN EITHER GAS OR ELECTRIC MODELS

Write for Details on How you
can get the TAP'N WALL Display
FREE of Extra Cost!



NEW TAPPAN Built-in Electric Range **obsoletes all others! LOOK...**

- World's Fastest Electric Oven—lined with sparkling chrome
- Circulating Convek Heat assures uniform baking and browning
- Visualite Oven Door lets you see what's cooking
- Automatic Controls start, time and stop oven
- Lift-off Door simplifies oven cleaning
- Speed-Flex Surface Units—seven fast, precise heats for every cooking job
- Matching Griddle available for quick short-order cooking
- Deep Broiler Pan prevents spattering and smoking

Department EMB-35, The Tappan Stove Company, Mansfield, Ohio

Please send me full facts and price information on the Tap'n Wall Display Unit and on the new Tap'n Wall Electric and Gas Built-in Ranges.

NAME _____ TITLE _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____

☐ Appliance Dealer

☐ Kitchen Remodeler

HOT SUMMER



FEDDERS OPENS UP A BIG NEW MARKET FOR YOU WITH THE INDUSTRY'S

FEDDERS CONSOLE MODELS are available in 1 and 1½ ton capacities. Beautiful hand-rubbed mahogany and blond finish.



POWER CASEMENT MODEL Now, at last, a full rated 3/4 ton capacity Fedders casement window model. Has famous "Weather Wheel" feature. Heats too! Fits most any casement window. Easily accessible controls.



FEDDERS NEW LO-BOY New concept in room air conditioner! Only 32½" high, 13½" deep. Has "Weather Bureau", "Weather Wheel", can be recessed into wall. 3/4 ton capacity.



BRAND NEW DUAL DEMONSTRATION CENTER Holds both Custom and Deluxe units. An actual salesman in itself... gives a complete visual presentation. By giving prospect a choice, it helps you "sell up!"

ERGO COMING

*Says top U. S. Expert who forecasts
weather a year in advance!*

*A sizzling hot season for sales... that's what Fedders sees in Prof.
H. C. Willett's forecast in the January 11th LOOK magazine!*

Fedders makes this news even better by equipping its dealers with a line that won't let any prospect get away! Prices start at an attractive \$189.95... and that's a power-packed 1/3 ton capacity beauty with Fedders Exclusive Built-In Weather Bureau. There's a Fedders for every type window... regular, flush or casement. And there's a Fedders for every need... from 1/3 up through 1 1/2 ton capacities. The new Lo-Boy... styled by Mel Boldt... is the most beautiful room air conditioner

unit ever designed! Best of all for this hot season ahead... Fedders gives its dealers the right to say: "Fedders is rated Number One in dependable cooling power by a leading consumer research organization!"

Write, wire or phone your Fedders distributor now for full information! He'll give you the complete story on Fedders power-packed prices, planning and profits for 1955. Or write Fedders-Quigan Corp., Dept. EM-3, Buffalo 7, N. Y. Do it Now!

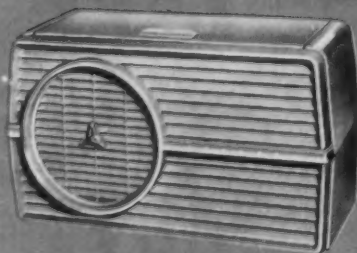


Hurd C. Willett, Professor of Meteorology at the Massachusetts Institute of Technology, worked for 18 years to develop a remarkably accurate method of long range weather forecasts. The odds are 3 to 1 that the weather patterns will turn out as predicted. His prediction for 1955, which appeared in the January 11th issue of LOOK magazine... a warmer than usual Spring, a hotter than usual Summer!

FEDDERS

**WORLD'S LARGEST MAKERS OF
ROOM AIR CONDITIONERS**

MOST COMPLETE LINE, A UNIT FOR EVERY ROOM, EVERY PROSPECT!



FEDDERS STANDARD Best promotion models on the market. Proven sales makers in tough hotel, motel, competitive bidding. Fedders deluxe design without thermostat and trim. (Thermostat available at very low cost.)



FEDDERS DELUXE Rated No. 1 by a leading consumer research organization. Priced to be your number one seller. Has all famous Fedders features including V-type evaporator, twin filters. When displayed with Fedders custom models, your customer has a choice between world's best.



FEDDERS CUSTOM WITH FLEXIMOUNT For installation in any of 8 positions in or out of room. Exquisite brass trim. Illuminated Weather Bureau. Electric heat at no extra cost, automatic control.



You don't need a green thumb to make this "lettuce" grow!

As an appliance man, you know only too well that money doesn't grow on trees or spring up out of the ground, especially nowadays. Sky-high operation costs, deals, discounts and absurd trade-ins are stunting your "lettuce."

There is *one* appliance, however, where these factors don't kill off the profits—the Ironrite Automatic Ironer. With Ironrite, the money you take in, you *keep*! This is true for several reasons:

1. **Low saturation.** U.S. ironer saturation is only about 10%. This means that 9 families out of 10 in your community are prospects.
2. **Less competition.** Ironrite has always been the leader in the field. Inferior competitive products have been dropping out of the market right and left.
3. **No installation costs.** Just plug it in.

4. **High dealer discount.** No other high-ticket item gives a more generous break to its dealers.

5. **Pyramiding sales.** Sales figures show that each Ironrite customer brings in at least two others!

6. **No trade-ins.** Every sale is a clean sale.

Of course, it's a bit different selling an Ironrite than it is other appliances. You've got to *demonstrate* them, and use the proved Ironrite sales techniques. *Show* your prospects that Ironrite really can help them; then watch the sales multiply!

Begin today to reap a fine harvest of beautiful "lettuce" for yourself. Begin to demonstrate and *sell* Ironrites.

Just write: R. M. Gottlieb, Vice President in Charge of Sales, Ironrite Inc., Mt. Clemens, Michigan.

Ironrite ... The appliance man's appliance

GET READY FOR . . .
**NATIONAL TELEVISION
 SERVICEMEN'S WEEK**
MARCH 7-12



DEALER DISPLAY—3F224

Television dealers and service technicians all over the country are preparing to tie-in with a great promotional event. It's National Television Servicemen's Week, March 7-12, sponsored by the RCA Tube Division and registered officially with the Chamber of Commerce of the United States.

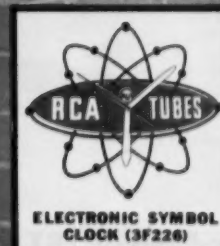
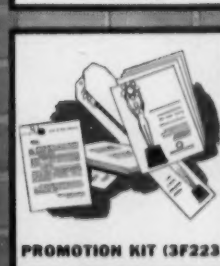
You can use this unique merchandising plan right in your own neighborhood to meet and sell more television service prospects than ever before. Your RCA Tube Distributor offers you excellent promotional materials to help you identify yourself and your store with this nationwide consumer promotion.

Plan an active participation in National Television Servicemen's Week now. Act today! See your RCA Tube Distributor for full details.



RADIO CORPORATION of AMERICA
 ELECTRON TUBES
 HARRISON, N.J.

Use These Promotional Materials



Look at all the sales you can make!



BIG PROMOTION
FOR MOTHER'S DAY
AND JUNE BRIDES!

Dormeyer



Fabulous New FRENCH-FRY SKILLET

Best buy in electric fry pans because this one comes with its own deep fry basket and lid—no extras to purchase! Big, too! 11" wide, 3" deep. Will cook stew for 8, or bake a cake, warm rolls, fry everything, pop corn, etc. Chrome-finished cast aluminum. Model 6400.

Retail, **\$24.50**



New All-Chrome SILVER-CHEF

Look what you get in this fabulous chrome mixer with stainless steel bowls! Includes all accessories at listed price. Built-in power drive—no awkward adapters. 10-speed dial selector, Magic-Mix arm. Beaters release automatically. Portable mixing head. Model 4300.

Retail, **\$54.95**

Also available in white enamel. Model 4201. **\$45.75**



Super POP-UP TOASTER

Tops in quality and beauty. Completely automatic. Needs no preheating; toast pops up when done. Extra wide slots to accommodate English muffins or bread of any thickness. Timer sets to any shade and degree of crispness. Easy clean crumb tray. Mirror finished chrome. Model 6501.

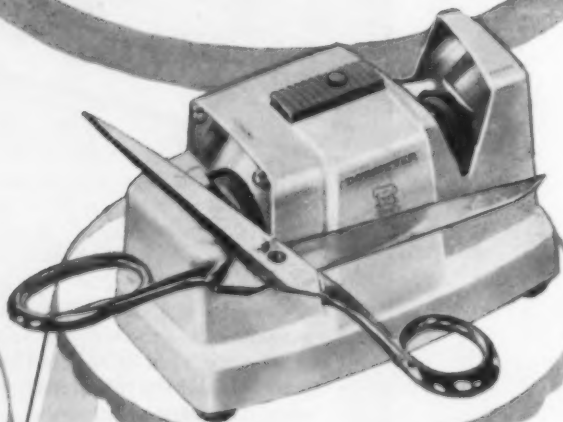
Retail, **\$19.75**



Food 'n' Drink BLENDER

Big—holds 32 ounces! Stainless cutlery steel blades liquify, shred, grind, blend, whip, beat, pulverize, mix, puree, grate... will even churn butter! Gives you years of fun in your kitchen. With recipe book. Model 5902.

Retail, **\$33.95**



Double Duty EDGE-WELL

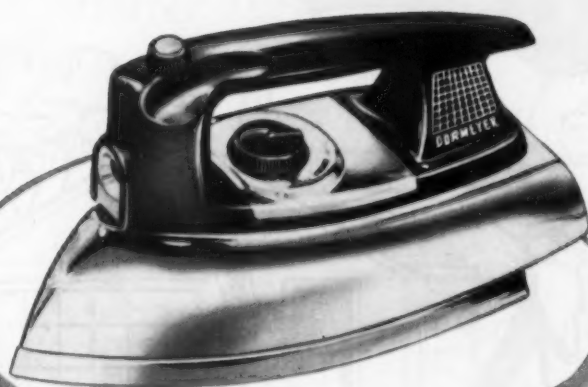
Sharpens all types of scissors and knives—large, small, hollow-ground or scalloped. Absolutely safe for operator and cutlery. Quick, easy-to-use. Blades fit naturally at perfect angle for best results. Separate slots for knives and scissors. Lightweight, compact, powerful. Easily stored. Model 14.

Retail, **\$14.95**

DORMEYER

Spring Carnival

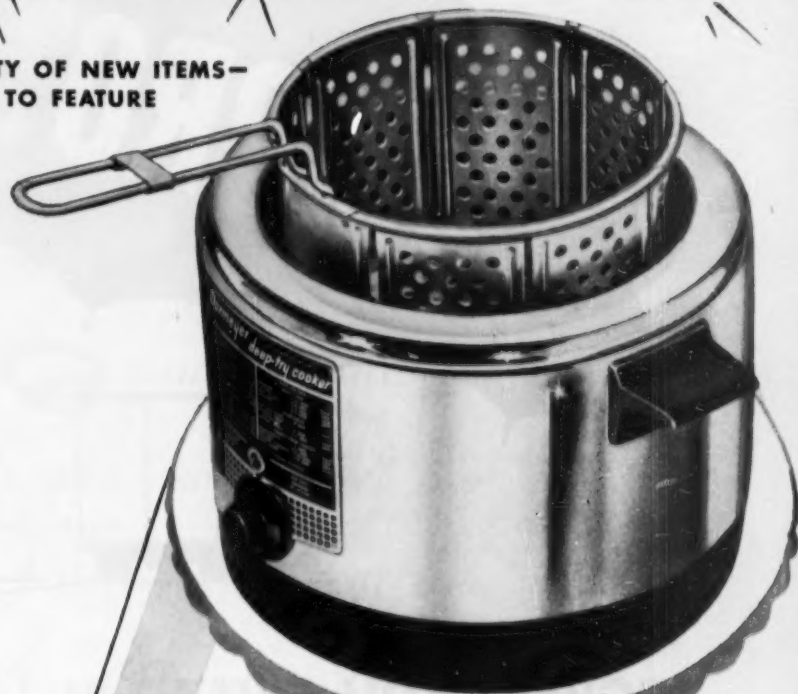
HEAVY SPRING ADVERTISING—ALL IN BIG PUBLICATIONS—PLENTY OF NEW ITEMS—
WILL MAKE THIS THE HOTTEST, MOST PROFITABLE LINE TO FEATURE



Steam and Dry IRON-WELL

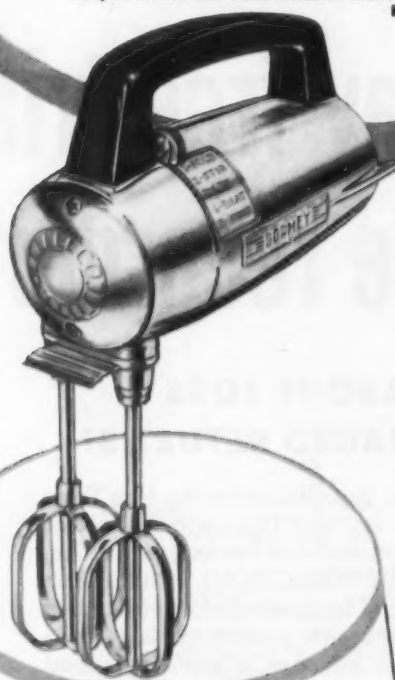
This double-duty iron switches from dry to steam in a second. Built-in funnel—holds eight full ounces—uses tap water in most areas. Lightweight with large soleplate. Thermostatically controlled fabric dial indicator. Model 12.

Retail, **\$18.95**



Cook-All DEEP-FRY COOKER

Top quality! Top performance! Sensationally low priced. Combination deep fryer-cooker does everything—makes soup, stew, casseroles, too! Even pops corn! And, of course, deep-fries everything. Automatic thermostatic control with "Jewel" signal light. 4-quart capacity. Model 6200. Retail, **\$18.95**



New! Portable "SILVER DORMEY"

Lifetime mirror finish won't peel, chip, crack or stain—ever! Has all big-mixer features—Dial Selector with 5 full-powered speeds, full size stainless steel beaters, automatic release. Stands on end for easy draining. Extra lightweight. Free recipe book. Model 7600.

Retail, **\$21.50**

Also available in white enamel, Model 7500. **\$19.50**



Perfect Brew COFFEE-WELL

The most adaptable electric coffee maker available! Perfect Perk Selector lets you make 3 different strengths of coffee at one brewing. "Warm or Brew" selector gives it complete versatility. Perks 4—10 cups. Chrome plated aluminum finish. Model 6900.

Retail, **\$24.50**



New HURRI-HOT Electri-Cup

Nothing like it! Warms, cooks, boils—in a hurry. Grand for baby's bottles. Makes 4 cups instant coffee, tea, etc. Boils eggs. Heats soups. Plugs in anywhere! Chrome-finished exterior. Copper interior with satin-chrome finish for easy cleaning. 3-way heat control. Removable egg rack. Weighs less than 3 lbs. Model 6700. Retail, **\$14.95**

CORPORATION

KINGSBURY & HURON STS., CHICAGO 10

All Dormeyer appliances are approved by Underwriters' Laboratories, Inc. Factory guaranteed by Dormeyer.

*We've a new full line
of Power Tools, too!*





**COVERS YOU FULLY
AS YOU**

**use the power of 10-day free trial
to sell AMPRO tape recorders**



HI-FI
TWO-SPEED
\$239⁹⁵
RETAIL

**NO WORRIES ABOUT LOSS
FROM DAMAGED RETURNS!**

There's nothing that sells Ampro Tape Recorders like Free Trial! When prospects try 'em—they buy 'em! That's why Ampro has developed a terrific, new Factory-Certified Demonstration Plan. It's a 10-Day Free Trial with AMPROTECTION! With this Plan you use the high voltage power of home or office demonstration while you're AMPROTECTED against possible markdowns on damaged returns. This new Plan is backed by hard-hitting local co-op advertising and sales promotion and supported by a strong national magazine campaign. Contact your distributor *now* for full information.

**GET IN ON THE
AMPROTECTED 10-DAY FREE TRIAL PROMOTION!**

AMPRO CORPORATION • 2835 N. Western Ave. • Chicago 18, Illinois

Better turn in an alarm



fellas!



This little lady is burned up.



Seems she bought a ticker



made by the

"Neva Heard" Company. It was "positively"
(once again)

guaranteed for one year but

be a bad year for 17-Jool "Neva Heards." There's

fire in Mrs. Swindled's eye



and somebody who

makes like a retailer is going to have to make

like a Big Adjustment or else!

MORAL: Build your business with reliable brands. Brand name products are presold, stay sold; cut returns and exchanges way down. Brand name manufacturers stand behind their merchandise, earn the confidence of your customers, win respect for your store.

IT'S NEW...
AND IT'S YOURS...
FOR FREE!



Send for this new brochure... packed with the benefits of Brand Name retailing plus details of the greatest retailing achievement in America—the Brand Name Retailer-of-the-Year Awards Program.

Brand Names Foundation

Incorporated

37 W. 57 ST., NEW YORK 19, N. Y.

A Non-Profit Educational Foundation



THERE'S A REASON WHY

Amana

ROOM AIR CONDITIONERS

WILL BE BIG VOLUME, FULL
PROFIT SELLERS EVERYWHERE!

CHECK THE FACTS...

- FIRST IN PRODUCT
- FIRST IN PROMOTION
- FIRST IN PROFIT

Amana is again ready to write another spectacular success story for you with a completely new line of room air conditioners. From $\frac{1}{2}$ to $1\frac{1}{2}$ H.P., all completely tooled and handcrafted by the men of Amana. They have the quality specifications you and your customers have come to expect in the traditionally fine products of Amana. Equally important, the price structure is realistic . . . it allows greater profit to you while giving your customer a highly competitive price.

**FIRST IN
PRODUCT**

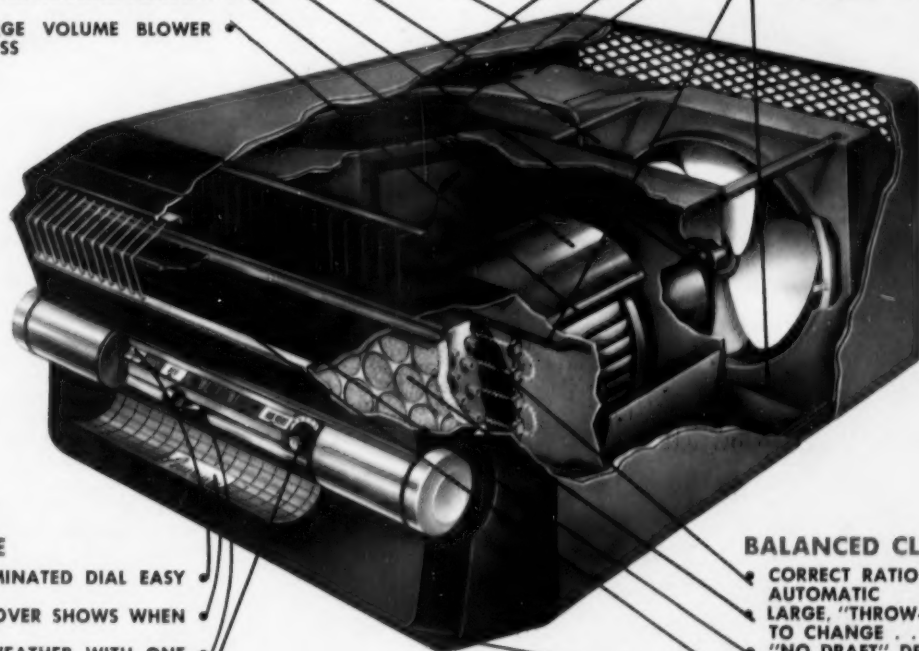
Amana
ROOM AIR CONDITIONERS

WHISPER QUIET

WALL OF SILENCE, ACOUSTICAL SOUND BARRIER, SURROUNDS UNIT
ACOUSTICAL SOUND BARRIER SURROUNDS BLOWER
RUBBER MOUNTED MOTORS ELIMINATE VIBRATION
EXTRA LARGE BLOWER HOUSING FOR FULL QUIET AIR FLOW
SLOW SPEED, LARGE VOLUME BLOWER ELIMINATES AIR HISS

PRECISION ENGINEERED

- NO OILING FOR COMPRESSOR OR FAN MOTOR
- ALL AIR DAMPERS HAVE LONG LIFE VINYL GASKETS
- NO VALVES OR COUPLINGS . . . ALL JOINTS WELDED
- INFRA RED HEATER WARMS AIR . . .
- NO RUSTING, NO DRIPPING . . . IT'S HYDROLENE COATED



EASY TO OPERATE

COLOR CODED, ILLUMINATED DIAL EASY TO ADJUST
ILLUMINATED DIAL COVER SHOWS WHEN UNIT IS ON
7 VARIATIONS OF WEATHER WITH ONE GLIDER CONTROL
7 POSITION THERMOSTAT. THE TEMPERATURE YOU WANT IS MAINTAINED AUTOMATICALLY

BALANCED CLIMATE

- CORRECT RATIO OF HUMIDITY TO AIR IS AUTOMATIC
- LARGE, "THROW-AWAY" FILTERS ARE EASY TO CHANGE
- "NO DRAFT" DEFLECTOR DISTRIBUTES AIR EVENLY
- STALE AIR GOES IN . . . FRESH, CONDITIONED AIR COMES OUT. WIDELY SEPARATED TO AVOID RE-CIRCULATION

Whatever your market Amana has the features that make the sale. Home owner or apartment dweller are gratified that no special wiring is required for the $\frac{1}{2}$ or $\frac{3}{4}$ ton units. Both will appreciate the exclusive Amana reverse air-flow system which makes it impossible for condensate to form . . . no dripping to stain walls and rot sills.

Because the Amana air conditioner has no louvres on the sides, installations may be made flush inside or outside to fit landlords' requests, or home owners' desires.

Particularly for the apartment dweller Amana has a special kit which permits compliance with all building codes and restrictions. There's a special kit for casement window installations, too. The heater is an invaluable sales feature for home or apartment . . . "to take the chill off before the heat's up."

Yes, whatever your market, Amana has the features that make the sale. Feature for feature there is no air conditioner on the market that can compare with Amana.

YES,

Amana

IS FIRST IN **PRODUCT**





Amana FIRST IN PROMOTION

Amana pre-sells your store via

TV. THE COUNTRY'S NUMBER ONE NETWORK WITH
THE GREATEST SPORTING EVENTS ON THE AIR...

"Big 10" Basketball over the mammoth CBS network, with a coverage of more than 92% of all TV homes with TV's greatest sales personality, LARAINÉ DAY, PLUS CONTINUING PARTICIPATION IN TV AND RADIO RIGHT THROUGH THE ENTIRE SELLING SEASON.

NATIONAL PUBLICATIONS . . .

reaching over 20 million homes with a continuing series of ads in

Collier's
Newsweek
TIME

LIFE
LOOK

Fortune
BUSINESS WEEK
The Saturday Evening
POST

★ POINT OF SALE
DISPLAYS

★ WINDOW
DISPLAYS

★ FOLDERS &
BROCHURES

★ MAILING
PIECES

★ CONTESTS

★ SPECIAL
SEASONAL
PROMOTIONS

★ NEWSPAPER
MATS

★ RADIO
COMMERCIALS

★ TV COMMERCIALS

ALL COMBINED WITH **Amana's**
LIBERAL COOPERATIVE ADVERTISING BUDGET

it adds up to the greatest air conditioning promotion ever . . . sure to bring more customers to your store, and most important, pre-sold customers. Pre-sold by the most comprehensive and dynamic campaign in the industry.



YES,

Amana

IS FIRST IN PROMOTION

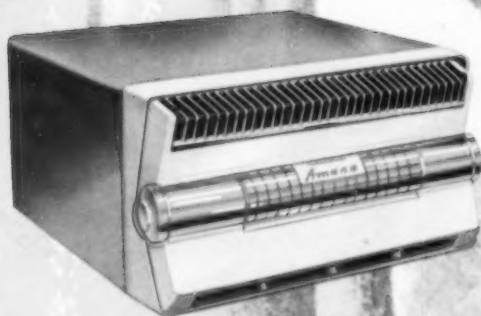
Amana

FIRST IN PROFIT

Product wise Amana has no competition . . . which means you won't have any competition because there can be no price shopping for an air conditioner "that's just as good" . . . There is only one Amana—the air conditioner without peer.

The Amana air conditioner list prices are no higher than other air conditioners, in fact, in most cases, considerably less. And Amana makes an air conditioner for every pocketbook. In addition to the realistic, highly competitive retail price, Amana allows you a greater margin of profit, and freight charges are included in your cost. There are no "extras" to pay.

How does it all add up? More sales, and more profitable sales because you have a bigger mark-up while selling top quality at a low price.

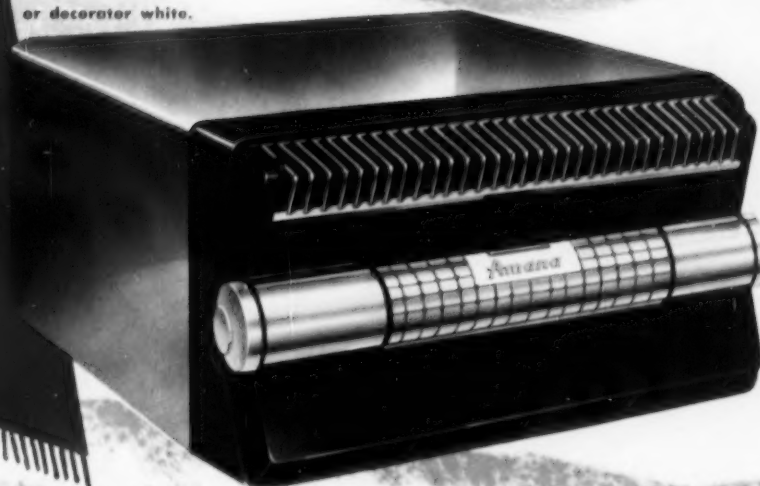


YES,
Amana
IS FIRST IN PROFIT

Amana room air conditioners are **FIRST** in product, **FIRST** in promotion, **FIRST** in profit. There are still some Amana franchises open for alert dealers. Now is the time to phone, wire or write to your Amana distributor.

THE
Amana
Year 'Round
AIR CONDITIONER

offers a choice of color
to fit any decorator
scheme . . . rich brown
or decorator white.



AMANA REFRIGERATION INC., AMANA, IOWA

• Backed by a Century Old Tradition of Fine Craftsmanship

SO YOU CALL YOURSELF AN AD MANAGER !

Maybe you deserve another title, too.

You handle a lot of money.

What do you do with it?

You're not just a manager of advertising: you're a manager of money, too. Maybe you deserve to be titled "Appropriations Manager."

How do you spend your firm's money when you are offered several publications, *one* of which gives you more outlets—including nearly all of the bellwethers? You don't just allocate some money to all of the publications.

Maybe some advertising agencies would advise you to build a "list," to "keep your name before the trade," (whatever that means).

But you expect your agency to recommend *dominance*, getting your firm full representation in the *leading* publication.

In the field of retailing electric appliances and radio-TV sets, that "leader" is the only ABC *paid-circulation* magazine.

In this field, you know how important the important retailers are. In this publication, you can make them realize how important your product, your line, your brand is.

They buy the magazine solely to get selling ideas on radios, TV sets, electric housewares and major appliances. You can sell them your ideas on its pages.

You want a report and a recommendation from your agency? Tell us who is your account executive, your media man—we'll give him the data.



alone

will

cover the market **alone**

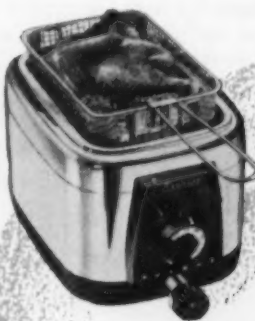
A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

Here's plenty of honey to make you Money!

Here's proof of Nesco's leadership . . . three new products, and five proven money-makers to capture the fancy of America's homemakers! They're all beauties! They're priced competitively! They're the RYTE line to sales and profits. Yes, at Nesco . . . there's plenty of *honey* to make you money!!

FRY RYTE AUTOMATIC ELECTRIC DEEP FRYER

The original electric deep fryer . . . and still the favorite, coast-to-coast. Exclusive Nesco features such as automatic dial control, quick-empty "Drain-Lok", patented filter well plus special safety features help for fast turnover. 4 pint or 6 pint capacity . . . retail priced from \$19.95.



New NESCO ELECTRIC TEA RYTE

Teatime, Mealttime, Snacktime, Coffeetime is an "instant success" for the one who owns a new Nesco Electric Tea RYTE beverage maker. Full 10-cup capacity in gleaming sterling chrome . . . crafted to match the finest service. Brews at cup-a-minute rate. Complete with cord and aluminum tea basket. Suggested retail price . . . \$29.95. With matching tray, sugar and creamer and recipe book . . . \$39.95.



NESCO DELUXE ELECTRIC ROAST RYTE

This automatic 18-qt. capacity Nesco Roaster features all the famous quality and controls found on the super-deluxe model except the clock timer. Complete with 5-pc. Eze-Clean porcelain cook set, recipes and cord. Suggested retail price \$44.95.



NESCO

NESCO

ADVERTISING DOUBLED FOR '55

Nesco is doubling its schedule of national advertising . . . week-after-week in Sunday newspaper magazine sections, "Parade" and "American Weekly" . . . plus "Good Housekeeping" to help you sell the complete line.

NESCO

PROFITABLE PROMOTIONS

New profitable promotions to stimulate sales of Nesco appliances were introduced for the first time at the January show. These ideas are "honeys". Be sure you get complete details from your Nesco Distributor.

NESCO

NEW RETAIL SALES HELPS

Even Nesco cartoons are "Silent Salesmen". What's more there's a completely new line-up of direct mail, catalog pages, envelope stuffers and newspaper mats to help you sell the complete line.

NESCO

LEADING QUALITY LINE

Nesco is outstanding in the manufacture of best quality merchandise. First to produce an electric roaster . . . first in style and design of decorated and galvanized ware . . . and first in the hearts of America's homemakers!

NESCO SUPER DELUXE ELECTRIC ROAST RYTE

Those who want the best choose Nesco . . . the most famous name in roasters. This big 20-qt. fully automatic Nesco Roaster cooks everything from pastry to turkey, casseroles to roasts . . . complete meals! Complete with all the exclusive NESCO features such as: built-in automatic "Dinner-watcher" clock timer, automatic Temp RYTE thermostat, jewel-light signal control, adjusto-safety-serving rack and see-thru Pyrex window in aluminum cover. Complete with 5-pc. Eze-Clean porcelain cook set, cord and recipe book. Suggested retail price, \$79.95.



ROAST RYTE CABINET

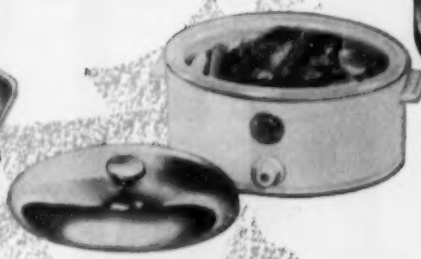
So convenient with two spacious shelves and door hanger for Infra-Red Broiler Griddle, Titanium enamel, chrome handles and easy rolling casters. Suggested retail price \$24.95.



New NESCO ELECTRIC SAUCE PAN
Nothing like it on the market! Big . . . holds 4 qts. and it's Silicone surfaced so food won't stick. Exclusive Nescontrol dial sets the cooking temperature to proper degree and built-in thermostat keeps it there for best results. Finished in polished mirror aluminum . . . just right for table-top cooking and serving. Complete with cord and recipe book . . . \$34.95 retail.



New NESCO ELECTRIC FRY PAN
There's a big market for the new Nesco Automatic Electric Fry Pan with exclusive Nescontrol Dial that gives accurate cooking temperature and with exclusive Silicone surface that prevents sticking and burning. The Nesco Fry RYTE Fry Pan is extra big . . . just right for family or party table-top service. Complete with cord and recipe book . . . \$24.95 retail. With cover, \$27.95.



NESCO SUPER DELUXE OVAL COOK RYTE

Big . . . 6-qt. capacity . . . holds 2 chickens or 12-lb. roast. Perfect for buffets and picnics. Titanium enamel with polished aluminum cover, thermostat control and automatic signal light. Complete with bake rack, cord and recipe book. Suggested retail price \$29.95.



NESCO SUPER DELUXE ROUND COOK RYTE

Just right for parties and buffet service! 2 1/4-qt. size in gleaming chrome. Thermostatic control and automatic signal light. Complete with cord, chrome cover and recipes. Suggested retail price \$20.95.

Order from your NESCO distributor.

NESCO

© 1955 NESCO, EXECUTIVE OFFICES, MILWAUKEE 1, WIS.

You are always RYTE . . . with NESCO

6 Great New **EASY WASHERS**

to capture this



with 3-minute **AUTOMATIC SPIN-RINSE**

Same speedy 2-Tub Spindrier®
now with a

NEW LOW LOOK
plus **Spiralator® Action!**



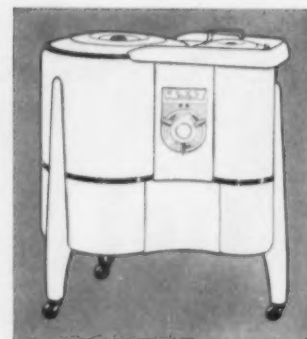
Now, famous Spiralator washing action *plus* modern, streamlined improvements! New Finger-Tip Control Center lets you wash and rinse, then drain tub with the flick of a finger. Thorough, 3-minute Automatic Spin-rinse! Handy Swing Faucet saves suds for re-use! Built-in wash and rinse water "Cleanflow" Filter. It's lower—more automatic than ever before. And it's America's *fastest* washer.

3 New Super Spindriers!

Model SCE... Big "step-up" value! Complete with new streamlined look, Finger-Tip Control Center, Power Flush-rinse and 6-vane aluminum agitator. Two tubs work as a team... do a week's wash in one hour.



Model SSE... A hot promotional model! Packed with extra-value features including: Finger-Tip Control Center, Suds-saving Handy Swing Faucet, new 6-vane aluminum agitator and Power Flush-rinse!



Featuring new "Finger-Tip Control Center"

An all-new exclusive feature on *all* Easy Spindriers. Makes 'em more automatic than ever. No handles, no levers! Everything operates from one easy-to-

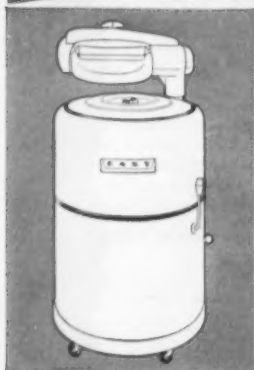
reach control center. You wash and rinse, then drain tub merely by the flick of a finger. Never before such convenience—such ease of operation.

\$135,000,000 MARKET!

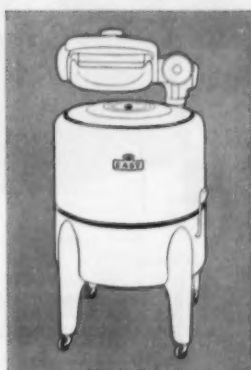


Market after market still rate as important sales-centers for conventional and semi-automatic washers. The new *full* Easy line (Wringers—Spindriers—Automatics—and Dryers) is your best bet for answering any and all washday requirements. No washer prospect "walks" when you feature Easy!

Finest Wringers Ever Built!



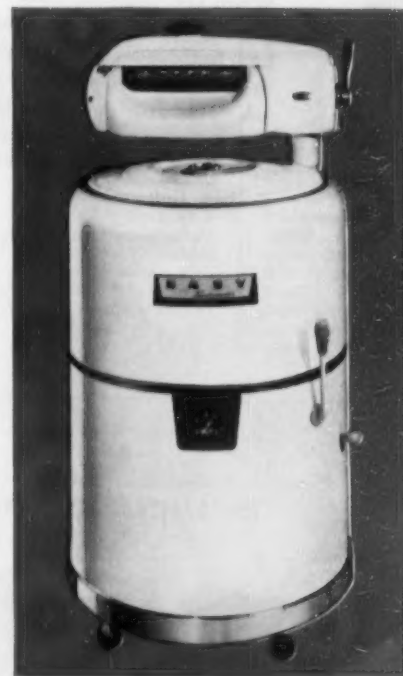
Model WCE... Super value at modest price! Features new wrap-around styling, 6-vane agitator, big cushioned wringer rolls and conveniently located controls. With Quick-Drain Pump!



Model WPD... Full Easy quality at a new low price! Complete with aluminum agitator, big safety wringer with instant safety roll-release bars. A big, big bargain at a really low price!

EASY

Model WDE... Greatest wringer of 'em all! Spiralator Action, all-new Super-Safety Wringer with "push-pull" instant Roll Stop! New timer has automatic Shut-Off. Big 9-lb. capacity tub. Quick-Drain Pump.



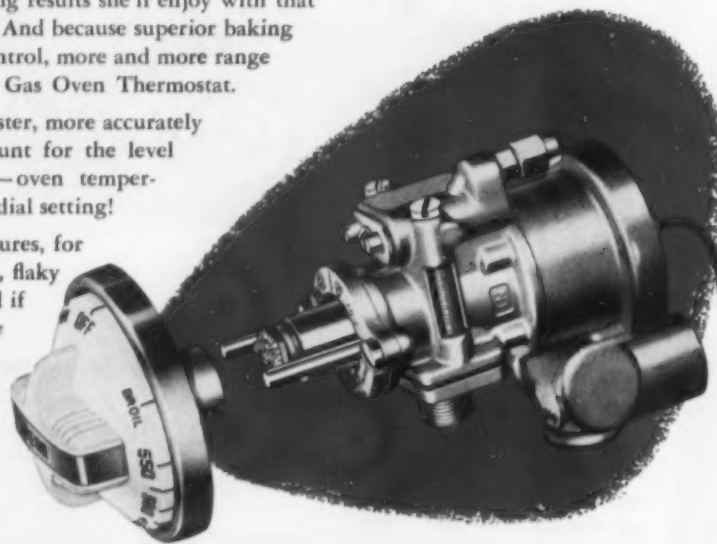


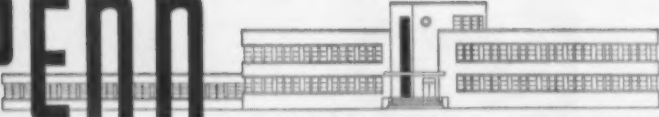
Penn Oven Thermostat Helps You
TALK HER LANGUAGE TO SELL
MORE GAS RANGES *quicker and easier!*

When you can point out the *superior* baking results she'll enjoy with that handsome new gas range — *you're selling!* And because superior baking ability is so dependent on accurate oven control, more and more range manufacturers are switching to the Penn Gas Oven Thermostat.

This *truly different* thermostat responds faster, more accurately to oven temperature changes — doesn't hunt for the level selected. Turn it up . . . turn it down — oven temperature is stabilized quicker and stays true to dial setting!

When you translate these outstanding features, for Mrs. Prospect's benefit, into golden brown, flaky pies, fluffy cakes . . . you've got it made! And if the range you're selling does not offer the *sales plus* of a Penn Gas Oven Thermostat, ask your manufacturer—*he can get it for you!* **Penn Controls, Inc., Goshen, Indiana.**



PENN 
AUTOMATIC CONTROLS

FOR HEATING, REFRIGERATION, AIR CONDITIONING, GAS APPLIANCES, PUMPS, AIR COMPRESSORS, ENGINES

New DUO-THERM DUO-TRIM "vacuum cleans" lawns

... FOR THE BIG SPRINGTIME SALES CLEAN-UP!

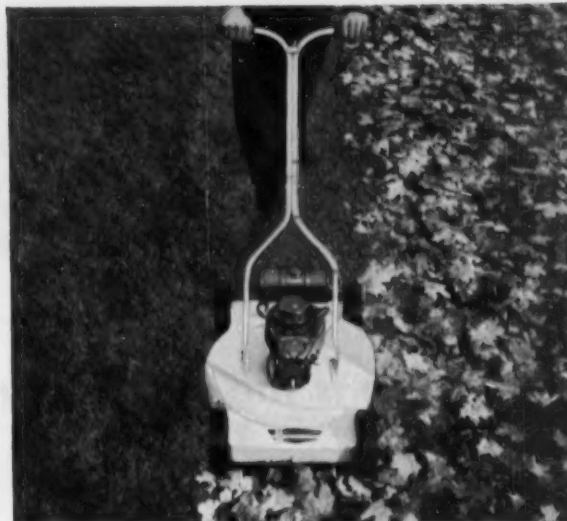


ADVERTISED IN
LIFE

A complete line in just 3 rotary models
18" and 21"; 1.6 and 2.5 hp.; 2 and 4-cycle Clinton engines. Suggested retail prices from \$89.95 up.



"Swept up" look. Tremendous vacuum causes finely cut grass to be evenly sprayed over a wide area. Duo-Trim cuts lawns smoother, faster, cleaner!



True mulching. Leaves disappear into lawn, act as lawn tonic. Ports are covered, increasing "Wind-Tunnel Action" which shreds leaves into fine pieces.

It's true! With a Duo-Trim power mower, the finished lawn has a velvety swept up look! Seldom has any manufacturer offered you a product to sell with such outstanding demonstrable advantages.

Check these ABC'S of Duo-Therm's engineering triumph.
They spell sales in anybody's language!

- A) Cuts smoother, faster, cleaner!** Picks up grass, chops it finer, distributes it over a wide area into the lawn. Leaves no clumps, stripes or gobs.
- B) Mulches leaves without extra cost attachments!** Shreds them into tiny pieces, sifts them into lawn. A fall feature that clinches sales in the spring.
- C) Duo-Trim's exclusive "Wind-Tunnel Action!"** Only Duo-Trim has it. The one-piece tempered steel cutting blade is completely enclosed in a steel drum. No front, back, or side openings. Result: Strong vacuum hurls grass against whirling blade again and again, finally powers particles out discharge ports in a fine, even spray. For leaf mulching, ports are covered to achieve trapping effect.

A SMASH NATIONAL CAMPAIGN!

Big as LIFE! Big, powerful ads right at the height of the selling season—full pages in full color and black and white in LIFE!

FREE! Spectacular full-color \$8.95 Duo-Trim display free on qualifying order!

• Newspaper ad mats • Radio and TV spots • Classified liners • Full-line folders or Point-of-Sale literature • Weatherproof pennants • Special traffic builder promotions! • Eagle "Flat-Jak" Gas Tank Premium. A \$9.00 value at a red-hot special price! • Ladies' Garden Gloves! 79c value for less than 25c a pair!

And a sensational new Co-op plan for qualifying dealers.
Ask your distributor for details.



Trims within 3/4 inches of fences, shrubs, sidewalk and house. Big, easy-rolling wheels are set inside the cutting area. Saves hand-clipping chores.



Cuts high weeds. Makes it easy to reclaim overgrown areas. "Wind-Tunnel Action" leaves no dandelion stems or long shoots on lawn.



Handles easy as a carpet sweeper. Duo-Trim has reversible handles. No more U-turns. Easily adjusted to 5 cutting heights from 3/4" to 3".



World-famous Clinton engines. More horsepower, automatic re-wind starters on all models. Easy starting, fueling with these automotive-type engines.

Duo-Trim Reels for fine care of the finest lawns. Keeps luxuriant lawns velvet smooth. Exclusive "Feather-Touch" Clutch for perfect mower control. 18" or 21" self-propelled models. 4-cycle Clinton engine.



DUO-THERM

Always the Leader

Division of Motor Wheel Corp.,
Lansing 3, Michigan

Manufacturers of Duo-Trim Mowers, Duo-Therm Home Heaters, Water Heaters, Gas Incinerators

Duo-Therm Div. of Motor Wheel Corp.
Dept. EM, Lansing 3, Michigan

Rush me without delay, full information on Duo-Therm Duo-Trim Power Mowers including FREE display description.

Name _____

Address _____

City _____ Zone _____ State _____

DUO-THERM is a registered trade-mark of the Motor Wheel Corporation. Copyright, 1955

APPLIANCE MEN:

Never let it be said that...

for lack YOUR BEST

Here is the startling truth...

78% of TRUE STORY'S
are not reached

76% of TRUE STORY'S
are not reached

74% of TRUE STORY'S
are not reached

AND, the kind of people who read TRUE STORY

Wage earner families,
with more real money
to spend, are your best
customers. Can you
afford to ignore spend-
ing power like this...?

"Loose Money" or
Annual Discretionary
Spending Power



All families with
incomes over \$5000.



TRUE STORY'S EDITORIAL FORMULA IS TAILORED TO WAGE EARNER NEEDS

TRUE STORY's carefully developed editorial formula gives its readers the kind of help and entertainment they want — and can't find in the editorial formula of other magazines. For these millions of women have little interest in, and largely reject, the more sophisticated ways of "white collar" magazines. They're just "folks".

That's why TRUE STORY and other "family behavior" magazines provide the only way to reach this huge market effectively.

TRUE STORY IS PART OF A MAGAZINE GROUP REACHING OVER 10,000,000 WOMEN

Over 65% Newsstand Buyers

TRUE STORY Women's Group offers an advertiser unparalleled opportunity to reach and sell this vital segment of America, so little understood by other publishers. Over 65% of TRUE STORY Women's Group's huge circulation is in newsstand sales...insistent testimony to the vitality and worth of these magazines in the rich wage earner market.

of the facts MARKET WAS LOST!

**primary households
by all four women's service magazines combined!**

The biggest of these women's magazines reaches only 1 out of 12

**primary households
by all four big weeklies combined!**

The biggest of these weeklies reaches only 1 out of 15

**primary households
by all four top store magazines combined!**

The biggest of these store magazines reaches only 1 out of 8

Source: Computed from Starch, Sept. 1954

actually have the most "loose money" to spend!

All families with
\$3000 - \$5000 incomes



APPLIANCE BUYING PLANS OF WAGE EARNER FAMILIES

APPLIANCE	NUMBER WHO PLAN TO BUY
Mechanical Refrigerators	3,124,000
Cooking Range	3,300,000
Electric Washing Machine	6,182,000
Vacuum Cleaner	2,948,000
Electric Food Mixer	2,684,000
Home Food Freezer	3,586,000
Clothes Dryer	3,696,000

Source: Wage Earner Forum Surveys,
Macfadden Publications, Inc.

INFORMATIVE WAGE EARNER MARKET STUDIES ARE AVAILABLE

Our nationally recognized Wage Earner Forum studies continually report on the attitudes, living pattern and buying habits of these families. For full information about Forum studies, opinion surveys, audience analyses, etc., address True Story 205 East 42nd Street, New York 17
221 North LaSalle Street, Chicago 7
Russ Building, San Francisco 4

True Story

THE SERVICE MAGAZINE WAGE EARNER FAMILIES READ

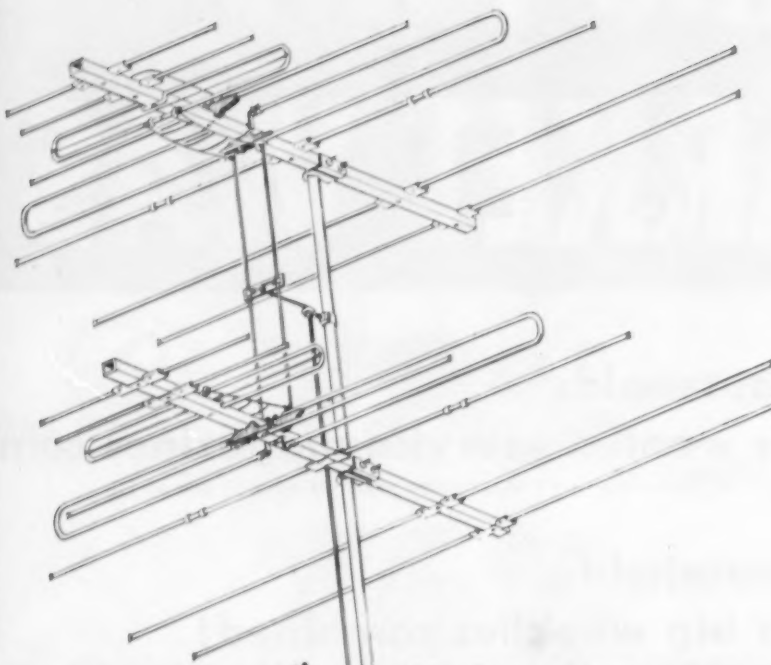
150 field tests have proved to
WARD jobbers:

- * Good VHF picture at as far as 200 miles on several channels
- * Excellent results at 100 miles
- * Good results in areas where no other antenna was able to bring in a picture
- * More compact—25%-75% less stacking distance
- * Channel 2-13 response as much as 40% better than any comparable antenna
- * Unique superior snap-lock bracket
- * Original WARD design all aluminum supplemented spring pressure bracket—eliminates possibility of intermittent contact

TRY ONE—you'll find why the Invader is superseding all fringe and super-fringe antennas.

WARD Model TVS 356 2 bay and stacking harness \$39.95 list

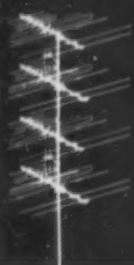
WARD Model TVS 357 4 bay stacking kit (feed harness only) \$3.95



THE INVADER* CONQUERS

sweeps all other fringe and super-fringe antennas before it

an original WARD design



flat type Uni-plane
Yagi for fringe
area VHF and
primary signal
area UHF.

*Documental testimonials in our files



WARD

Products Corp., Cleveland 15, Ohio



**YOU ARE NOW
GOING TO SEE
THE NEW**

HOOVER
Constellation

**WITH
EXCLUSIVE
DOUBLE-STRETCH
HOSE**



*Trade mark
registered U. S.
Patent Office.

ACTUAL SIZE!

Less than a foot in diameter, from swivel top to easy-glide base — yet it's the world's most powerful cleaner!

this is the new
HOOVER
Constellation
(with exclusive double-stretch hose)

**cleans twice the area
of any other cleaner**



Look at the *reach* of this new Hoover beauty! Cleans a 30-foot circle from one position. Cleans from room to room, reaches upstairs or down, without any lifting or pulling around. It's the first "long-distance" cleaner!

Exclusive Double-Stretch hose is the most flexible one ever put on a vacuum cleaner — and the *only* stretchable hose. It actually doubles its length, yet takes no more storage space.

And that's just the start of the story! See next page for full details.

The New Hoover Constellation lists at

\$97⁵⁰

Complete with Strato-Tools





A whole new world of cleaning power in a smart new 12-inch sphere!

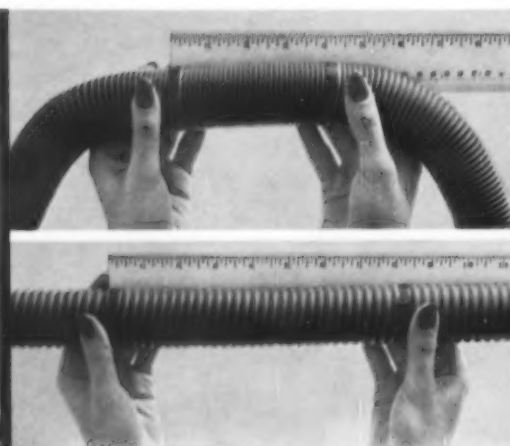
The first time you show the new Hoover Constellation, you'll know how easy it is to sell.

Just line it up beside other cleaners—your customer will pick it out. Then point out the three big features below. Show the new and improved Hoover Strato-Tools. And go ring up the sale!

Sound simple? Just try it. Easy as 1-2-3 . . .



1. SELL THE SHAPE! Not only the world's most beautiful cleaner, it's also the most functional. Sphere makes room for a full horse-power motor and the biggest throwaway bag, in any tank or canister. Top half tips for easy bag-changing—fastest in the world. Easy-glide base which also hushes the sound.



2. SELL THE STRETCH! Exclusive Double-Stretch hose reaches twice its own length, yet compresses for storage. 65" minimum length, 90" free, 160" maximum. Completely flexible—lightweight, easy-to-clean vinyl. New exclusive telescoping wand also doubles in length, and can't come apart.



3. SELL THE SUCTION! In actual home use, the Constellation has more suction than any other cleaner. And it has full-width suction—takes only two strokes where others take three. So it gets more dirt with 1/3 less work. By actual test, the new Hoover Constellation cleans faster, cleans farther, cleans easier.

Special Introductory Offers



Call your Hoover representative now about the new Constellation.

He'll show you the ambitious introductory and display plans that will announce the Constellation to your customers.

He'll show you the biggest, most powerful promotion kit in Hoover history.

He'll give you advance proofs of the new Hoover advertising barrage that will literally cover the country.

He'll help you open up a whole new world of vacuum cleaner sales!

The Hoover Company, North Canton, Ohio.
Also makers of famous Hoover Triple-Action
Cleaners and Hoover steam or dry irons.



New
RAY-O-VAC
FLASHLIGHT
 all-time
BIGGEST SELLER!

HANDYMAN
 with NEW exclusive
PUSH-PULL RING SWITCH →

This is the flashlight that has broken Ray-O-Vac sales records of all time. And that's not all—dealers everywhere report it is shattering their sales records, too. Smooth, streamlined . . . Push-Pull Ring Switch . . . the handiest, dandiest flashlight switch ever designed . . . PUSH it's on, PULL it's off . . . they're sold as fast as they're delivered! Place your repeat order today.



The HANDYMAN is carded in powerful displays like this—with one, two, or four flashlights. Put one up at the cash register, another at your regular flashlight display space, and a third one in your window.

RAY-O-VAC



RAY-O-VAC COMPANY, MADISON 10, WISC.
 RAY-O-VAC CANADA, LTD., WINNIPEG, MANITOBA



**"I'm the hottest
thing on the
market at
the coolest price!"**

\$19.95*

NEW  **Automatic SKILLET**

G.E. demonstrates new idea in cooking!

New Automatic Skillet
with heat thermostat
makes frying, cooking
easier...more flavorful

Only-\$19⁹⁵*

*Manufacturer's recommended retail or Fair Trade price.



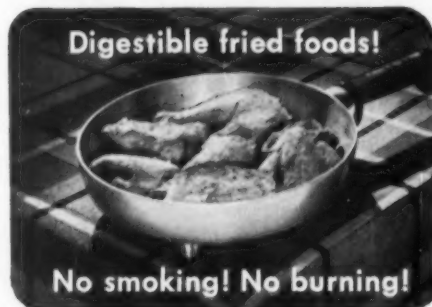
1. "I am Kathie Norris, and I'd like to tell you about the most wonderful advance in cooking in recent years. Made possible by the new G-E Automatic Skillet, it makes meal-getting easier. Now you can set the temperature when you fry and cook, just as you do when you bake a cake!



2. "The G-E Skillet, like a modern oven, has a built-in thermostat. You dial the heat, put the food in when the light signals, and after that—the temperature never varies. Quite different from cooking on a stove burner where heat builds up and up, unless you keep adjusting it.



3. "You can't imagine how this simplifies cooking... particularly frying! You get perfect results without constant watching. Food tastes better, too. For just as cakes bake best at one heat and roast beef at another, so every food has a 'just-right' temperature—listed on the Skillet handle.



4. "And everything you fry at recommended temperatures will be digestible! It is only when fat gets too hot—begins to smoke—that it becomes indigestible. The G-E Skillet works at temperatures well below this danger zone... yet it sears food so it comes out light and crisp—never soggy.



5. "You'll use it too for stews, pot roasts, upside-down cakes, casseroles. Just use a standard 12" cover, or get ours—only \$3.00* extra. In addition, the G-E Skillet lets you cook anywhere. It won't harm the finest surface—cook at the table, on the porch, keep food warm between servings.



6. "Best of all, this Skillet is a cinch to wash. Its special finish keeps food from sticking. And you can immerse it in water—right up to the end of the temperature chart. Handle hooks over dishpan or sink. Visit your G-E dealer this week—see how easy it is to cook perfect food every time!"

Progress Is Our Most Important Product

GENERAL  ELECTRIC



Informative ads like this will be pre-selling your customers from April 11th on. Tie in—you're bound to cash in. Contact your G-E housewares distributor for attractive, effective promotion and display material.

Keep pace with the change in kitchens



PATENT APPLIED FOR

with the Bilt-In *pacemaker*



Wallchef and Counterchef
electric and
gas ranges



Fit every budget — Meet every need

Acceptable to:

F.H.A.
V.A.

Approvals:



Today, architects and builders are putting more "selling emphasis" on kitchens than on any other room in the house. Modern built-in ranges are a MUST in their plans. Authorities estimate that 25% of all range sales this year will be built-ins.

Because this kitchen market is so dynamic, because it is fresh and blooming, because it is free from trade-ins and discount selling — it represents a golden profit opportunity for the appliance dealer alert enough to go after it. And it's especially easy to get when you sell the world's most beautiful built-ins — PREWAY Wallchef and Counterchef . . . Bilt-In units priced so attractively that 9

out of 10 new homes or remodeling jobs can afford them.

This gives you mass market selling with a class market product . . . for Wallchef and Counterchef units are all performance proved and fully U.L. or A.G.A. approved. All, too, have the automatic features of comparable free-standing ranges — electric or gas. There is a selection of models to choose from — made by PREWAY, pioneer leader in the built-in field with 35 years of experience in quality appliance manufacturing.

Phone, wire or write today for the name of the PREWAY distributor in your area who will be glad to give you full information.

DISTRIBUTORS NOTE: Some Valuable Territory Still Open.

9355 SECOND STREET, NORTH, WISCONSIN RAPIDS, WISCONSIN

THE HIT OF THE MARKETS!

NEW

Florence
with
"GOVERNESS"



only gas range with

Thermostatically Controlled Surface Burner!

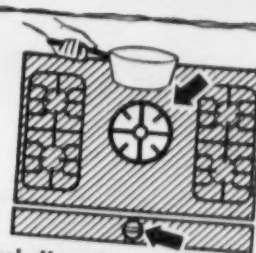
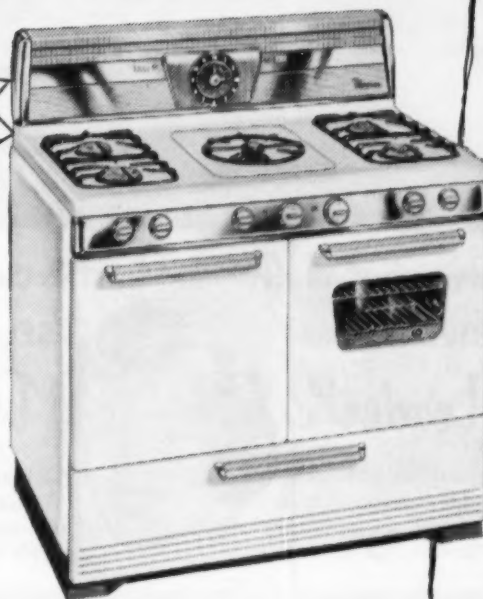
**NO SCORCH!
NO STICK!
NO BOIL-OVER!**

Revolutionizes All Gas Cooking AND Selling Ideas!

It's here! Hailed by dealers, editors, the gas industry, as the greatest range advance in 40 years! It's the Florence "Governess"—the thermostatically controlled fifth burner that maintains selected heat automatically—helps prevent burning, sticking, boilovers. Gives perfect top-of-stove cooking results every time. Tell this, show this to your customers—then watch sales!

Sell the Line with all of the Features Built In!

Florence now offers you more competitive advantages—more easy-to-see, easy-to-sell features than any other gas range on the market! Hi-Swing-Out Broiler... Roto-Broilercue... Alltrol Burners... 3-Way Range Top... many more! And the Florence line is complete—from the 20-inch Rangette and 30-inch "Spacesaver," to a full line of 36- and 40-inch models. And 4 of these great new models feature the "Governess"!



Here's How the "Governess" Works

The Florence "Governess" works like the oven heat regulator—maintains the selected cooking temperature exactly. No service problems.

1 A sensing element, in the center of the fifth burner, measures the temperature inside the cooking vessel.

2 When the selected temperature is reached the gas flame cuts down.

3 Thereafter, any variation in temperature, either up or down, is automatically corrected by the "Governess."

Here's What the "Governess" Does

The "Governess" gives your customer perfect top-of-stove cooking results every time—perfect deep fat frying, sauteeing, griddle and pan frying. This wonderful invention takes the place of many automatic kitchen appliances. Makes any pot in the kitchen an automatic deep-fat fryer. Makes any pan a controlled-heat skillet.

Florence
GAS RANGES

FLORENCE STOVE COMPANY
MERCHANDISE MART • CHICAGO

Florence Stove Company
1459 Merchandise Mart, Chicago, Illinois

Gentlemen: We are interested in the complete story of your protected dealer selective selling plan for bigger profits and more sales in 1955.

Name _____
Store Name _____
Address _____
City _____ State _____

Answer every Iron demand

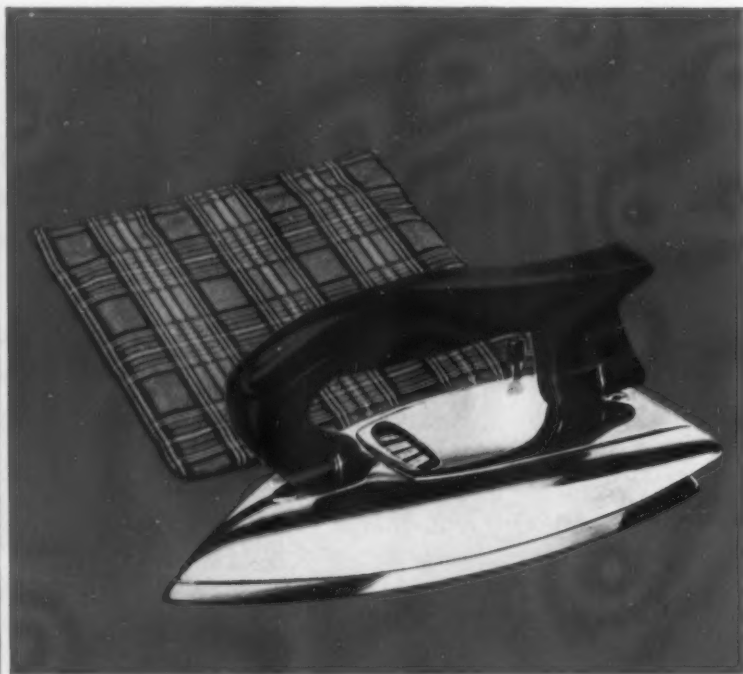
MAKE EXTRA SALES with a complete stock. You can satisfy every customer with the Universal Iron line. Steam or dry, for travel or home, the weight she wants, at the price she wants to pay . . . you can offer her a full choice with UNIVERSAL. Make easier sales, faster turnover with a full selection of 5 quality Universal irons. Sell the line with ALL the features women want!



This Customer wants a Dry Iron

SELL HER THE UNIVERSAL
Lightweight Leader

Weights only 2¾ pounds. Fast 1100 watt unit with accurate thermostatic heat control. Polished aluminum soleplate. Fully automatic. **\$9.95**



This Customer wants a Dry Travel Iron

SELL HER THE UNIVERSAL
Dry Travel Iron

Lightweight, AC or DC, 375 watt fast heat unit. Accurate heat indicator, detachable cord. Folds into water-resistant case. **\$9.95**



or the UNIVERSAL
Standard Leader

For those who like a heavier dry iron, this model has all the fast heat, accurate control features but weighs 4 pounds. **\$9.95**



Remember YOU CAN SELL
2 IRONS TO EVERY CUSTOMER!



...with **UNIVERSAL** the Complete Iron Line!



This Customer wants a Steam Travel Iron

SELL HER THE UNIVERSAL

Stewardess Steam Travel Iron

Weighs only 28 ounces.
No extra attachments. Uses tap water,
steams for 30 minutes. Folds
to fit handy plaid case.

\$14⁹⁵



This Customer wants a Combination Iron

SELL HER THE UNIVERSAL

Steam'n Dry Iron

Unmatched for features — "Switch-Over" cord,
mirror polished soleplate, 13 steam vents make easy,
fast pressing. Switches instantly from
steam to dry, uses tap water.

\$17⁹⁵



Sell them a standard size Universal iron for
everyday ironing and a Universal travel
size for small touch-up pressing at home
or when they travel. They'll save time
and effort. Make **TWO** sales out of **ONE**!

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

“Plan gives all dealers a greater opportunity for profit”

says **MR. M. C. WELLS**, General Manager of Admiral Distributors — Dallas Division of Admiral Corporation, Dallas, Texas.



“**W**ITH the COMMERCIAL CREDIT PLAN, our dealer can consolidate financing through one large organization with many local service offices. COMMERCIAL CREDIT has worked out an attractive floor plan that takes the headaches out of pre-season buying and gives all dealers a greater opportunity for profit. We recommend it.”

COMMERCIAL CREDIT DEALERS ARE *Successful* DEALERS

Appliance dealers and distributors have learned — through experience — that they can look to COMMERCIAL CREDIT PLAN for financing that's flexible, dependable and complete. Ask your distributor for a copy of our booklet “More Profits with Sound Financing.” Or call our nearest office.



COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of
Commercial Credit Company, Baltimore ...
Capital and Surplus over \$170,000,000
... offices in principal cities of the United
States and Canada.



Evolution of The American Kitchen

A Special Report to the Trade

Selling
Kitchens

EVOLUTION
INSTALLATION
DESIGN
FINANCING
COLOR
BUILT-INS

THE TRANSITION from the kitchen above to the streamlined dream kitchens elsewhere in this issue was a long and gradual process. Today, rapidly-changing concepts have led many to believe that the evolution is turning into a revolution. There is an element of truth in this assumption—particularly for the appliance dealer for whom this Special Report has been prepared. Up until now the dealer has played a vital role in the Evolution of the Kitchen because much of what has happened has revolved around the substitution of modern appliances for more primitive equipment. But today's modern kitchen planning calls for more than mere replacement of equipment. Plan-

ning, installing and selling today's kitchens have become specialized fields.

Convinced that many dealers may have to expand into kitchen business to maintain profitable volume, the editors of "Electrical Merchandising" have endeavored in the following pages to explain the kitchen business in all its ramifications, to show what is needed for a dealer to enter this field, and to show how some retailers have already done just that.

Any such report must go "back to the beginning" to set the subject in its proper perspective. To do just that with kitchens, turn the page:

MORE ➡

ORIGINALLY The Kitchen Was The Focal Point of Family Life and

at one time or another was the setting for a wide range of activities. Some of these (cooking and baking, for example) are still a part of what we consider normal kitchen activities. Others (laundry-work, for example) moved away from the kitchen for a time but have now begun to move back into that area. Still others (bathing, for example) have no place in today's kitchen. But at various times in the development of the kitchen, it has served as:



FORTUNE FROM NEW YORK PUBLIC LIBRARY

The Scene of the Saturday Night Bath

Because the kitchen was the only heated room in the house and because bath water had to be warmed over the fireplace, the early kitchen became the setting for bathing. This continued even after the wood stove displaced the fireplace and the custom ended only with the advent of central heating and piped-in water supplies.



BETTMAN ARCHIVE

The Family's Living Room

In pioneer homes, the kitchen fireplace was the chief source of heat for the house and quite naturally most families ate their meals, spent their leisure time, and entertained their guests here. Even after the fireplace had been displaced by early ranges (above), many families continued to dine and even entertain in the kitchen.

The Logical Setting for Laundry

Today's kitchen-laundry combinations are far from new. Washing in the kitchen was common years ago, for the simple reason that the fireplace or stove provided the only source of hot water.

BETTMAN ARCHIVE



And the Setting for the More Conventional Kitchen Tasks of . . .



... COOKING: which was done originally by means of a fireplace and pot hangers of varying length which made it possible to exercise some control over how fast a dish was cooked.



... BAKING: which was done in ovens like this one. The housewife first placed rocks in the oven; when they glowed red she knew the proper baking temperature had been reached.



... DISHWASHING: which was real drudgery because of a lack of running water, the difficulties in obtaining an adequate supply of hot water, and the use of heavy metal utensils, many of which had to be scrubbed and cleaned until they were shiny.

... STORAGE: which (except for children like those below) posed relatively few problems since big kitchens and pantries provided plenty of space for storing food as well as dishes and utensils.



... FOOD PRESERVATION: which, before the advent of readily available canned goods and adequate refrigeration, consisted largely of home-canning (above) or storage in spring houses or root cellars.

BUT TIMES WERE CHANGING

The Old-Fashioned Kitchen Disintegrates

The development of central heating and piped-in water supply spelled drastic changes in the nature of the kitchen. Functions which had never really "belonged" there could now be moved elsewhere. The Saturday night bath, for example, ceased to be a kitchen function and family living and entertaining in general moved to more convenient rooms. The true kitchen functions — food storage, preparation, and dishwashing — remained, but even here there were changes. The range replaced the fireplace, the ice-box (and eventually mechanical refrigeration) eased the food storage problem, and some of the burden of dishwashing was removed once piped-in hot water became available. In short, the kitchen was beginning to take on an appearance we would recognize today. Among the changes which contributed to this process were



Stoves Replaced Fireplaces

The early cookstoves literally "replaced" the fireplace in that they continued to provide not only heat for cooking but also the means of heating water and warming the kitchen.



FORTUNE FROM NEW YORK PUBLIC LIBRARY

The Family No Longer Ate in the Kitchen

No longer dependent on the kitchen for warmth, the family began to take a greater number of its meals in separate, and more comfortable dining rooms or dining areas.





Central Heating Became Practical

Once the homemaker installed central heat, many of the functions which had previously clustered around the kitchen and its fireplace or cookstove could be moved elsewhere.



Laundry Was No Longer Done in the Kitchen

The appearance of mechanical washers (with all their early bulk) and the availability of piped-in hot water supplies elsewhere than in the kitchen dictated a move of laundry activities to new locations—most often in the basement.



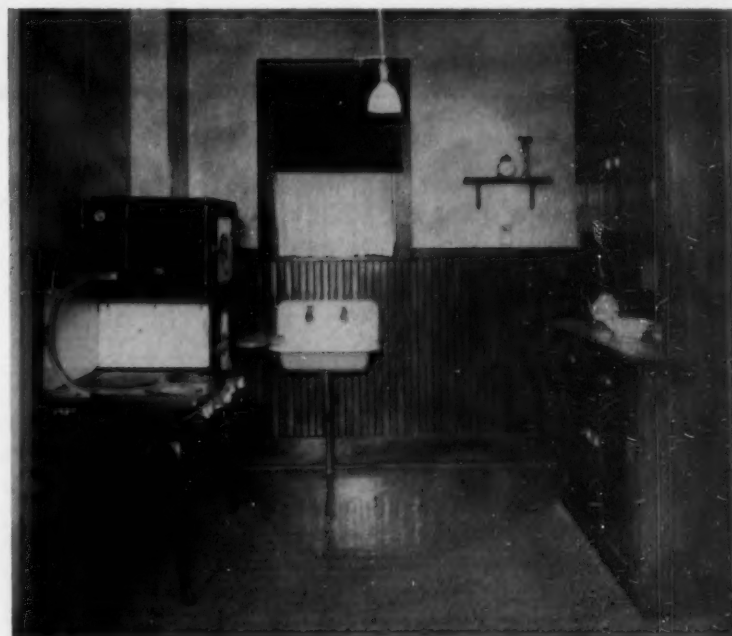
The Family No Longer Lived in the Kitchen

The living room and the parlor came into their own for both family activities and for entertaining, once central heat made such use feasible the year around.



New Products Were Introduced

Even as the kitchen was losing many of its earlier non-cooking functions, changes were taking place in the traditional tasks of preserving and preparing food. The former was changed radically by the appearance first of the icebox (above) and then finally of the mechanical refrigerator.



Electric Ranges Make Their Appearance

With water heating and house heating now handled elsewhere, stove manufacturers could concentrate on a single-purpose cooking appliance. Among the results of their work was this early-vintage electric range.

MORE ➔

AS A RESULT OF ALL THIS

The Kitchen Takes on A Modern Look

The movement elsewhere of non-kitchen functions and the resulting development of more efficient (and less cumbersome) kitchen equipment resulted in this room taking on an appearance that is vaguely familiar to us today. But this did not spell the end of the evolution of the kitchen. For one thing, the art of good kitchen planning received more and more attention. Varying concepts of what the kitchen should or should not include resulted in constantly changing designs for the room. The public had its say too, and consumer demand resulted in some of the "lost" functions being returned to the kitchen. Product development also had its effect. Automatic washers and dryers brought the laundry back into the kitchen. Built-ins and colored appliances gave designers new freedom in planning. As a result of the interworking of all these factors, the kitchen over the past 50 years has undergone several drastic changes, each almost as pronounced as was the original change from the pioneer kitchen. Some evidence of this can be seen in the three groups of pictures on this and the following page. In the first section the kitchen begins to take on a modern appearance as new appliances replace old products like the cookstove and icebox.



FORERUNNERS of the electric range were these electric ovens and panelboards on which several small electric cooking appliances were grouped. The units were more compact than cookstoves and also provided some built-in storage space.



EXTRA SPACE in the kitchen became available as appliances were developed and became more compact. Note particularly the early dishwasher incorporated in the sink at the right of the photograph.

The Step-Saver Kitchen Becomes the Style

Having already revolutionized the various products which went into the kitchen, the appliance industry in the middle-Thirties began to revolutionize the room itself. The result was the "step-saver" kitchen in which appliances and storage facilities were grouped in logical work patterns and in which the housewife could move from one task to another with a minimum of steps. The step-saver kitchen was obviously efficient—but its popularity was relatively short-lived. The consumer, unconsciously imitating his grandfather's way of life, wanted room in the kitchen for various additional living activities. Post-war kitchens are larger, and provision has been made for family dining and living in the kitchen area.





EARLY ELECTRIC REFRIGERATOR is shown in this picture taken in 1922 in the "all electric" home of W. J. Ball of the Tri-City Electric Co., Moline, Ill. Text accompanying picture reassured reader that refrigerator was really practical.



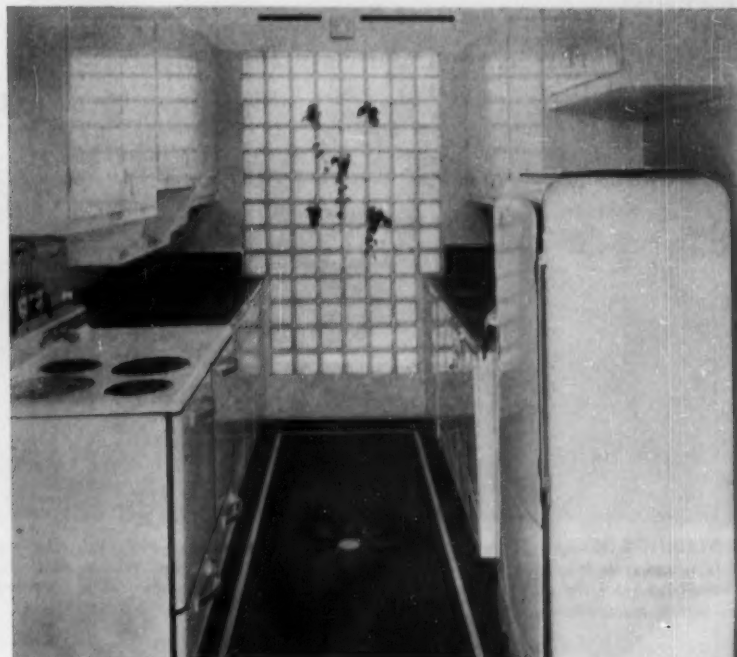
FUNCTIONAL LINES of the fast-developing electric kitchen are obvious in this photo which shows a number of appliances ready for use. Already, more space is available because of smaller, more efficient appliances.



AS THE KITCHEN became streamlined and roomier, several earlier functions returned. The hostess in the picture above entertains guests in her kitchen, which also was the scene of many family meals.



ULTIMATE RESULT of early kitchen modernization is shown in this picture. The kitchen is still a big room but appliances have been grouped along walls and built-in storage space has been provided.



THE EVOLUTION CONTINUES...

Designers Dream of Tomorrow's Kitchens

The development of built-ins, the availability of color, and the continuing effort to make kitchen tasks easier, more convenient and more automatic are obvious in the kitchens of the future shown on this page. Most of the developments incorporated in these dream kitchens are already foreshadowed by installations in kitchens being used today. Thus, while these kitchens of the future are revolutionary by yesterday's standards, they represent no more than an evolution from today's accomplishments. As such, they fit readily into the pattern of changes which has been traced in these pages.



FRIGIDAIRE'S DREAM: This "Kitchen of Tomorrow" has cooking and mixing centers which can be used from the patio as well as the kitchen. Included in the room's equipment are six separate refrigeration units; intercommunication facilities; a motorized serving cart and a travelling tray suspended from ceiling tracks; surface cooking units; a concealed rotisserie oven which rises hydraulically to convenient height; a concealed power shaft which drives motorless mixers, blender, peeler, extractor, shredder and slicer; and cabinet shelves which glide down to reach at the touch of a hand.



HOTPOINT'S DREAM: "Tomorrow's Kitchen—Today" is the way Hotpoint described this island-type kitchen-laundry which was displayed during the Winter Markets. Everything from the clothes washer to disappearing electric housewares is operated by simple pushbuttons.



GENERAL ELECTRIC'S DREAM: The company's new appliance center unit (which incorporates a range, washer-dryer, dishwasher and disposer under a single countertop) and its new wall refrigerator-freezer are combined in this kitchen. Appliances and cabinets in this installation are finished in G-E's new mix-or-match colors.

End



2 - Wall Cabinets\$46.20

2 - What-Not Shelves 18.00

2 - Sealers 5.64

ANNUAL EXPENDITURE
FOR ADVERTISING

1 - Mixer Cabinet\$49.20

1 - Planning Kit 35.00

1 - Base Drawer Cabinet 36.30

2 - 39" Tops 42.60

1 - Sink 90.00

1 - Tray Cabinet 22.80

1 - Base Cabinet 34.80

1 - Cabinet Sink114.00

You Can Get Into Kitchens With as Little as This.....\$494.54

A Special Report to the Trade

Selling Kitchens

EVOLUTION
INSTALLATION
DESIGN
FINANCING
COLOR
BUILT-INS

FOR less than \$500 worth of inventory, some know-how, an arrangement with someone for installations and \$500 for advertising and promotion, an appliance dealer can set himself up to sell kitchens in his community.

In the photograph here, taken especially for ELECTRICAL MERCHANDISING by Youngstown Kitchens, the dealer has one straight-wall display 114-inches long and a separate sink.

At his cost, the dealer has spent exactly \$459.54 for an inventory which includes two sinks (one for \$90, one for \$114), one two-door base cabinet (\$34.80), one mixer-grinder base cabinet (\$49.20), one base drawer cabinet (\$36.30), one tray cabinet (\$22.80), two 39-inch tops (\$21.30 each), two sealers (\$2.82 each), two what-not shelves (\$9.00 each), and two wall cabinets (\$23.10 each). The only other original equipment necessary are the basic selling tools—a Min-a-Kitchen, plastic template, and a measuring rule—which cost about \$35.

Warehousing, says Youngstown, is no problem, because the distributor can provide any equipment as it is needed. Consequently, all the space required for equipment, either on the floor or in the dealer's warehouse, is that shown in the picture.

Obviously, there's more to it than that. The

dealer must know something about the line he's handling, something about kitchen planning, something about selling kitchens. He must advertise and promote—to the extent of about \$500 a year on a cooperative basis. He could spend his \$500 for 1,000 broadsides a month (\$200) and for \$300 worth of newspaper advertising.

A dealer operating on this scale probably wouldn't find it economically sound to do his own installation work. As Youngstown puts it, "The sensible dealer will obtain the services of a central installation agency or contractor which has carpenters, plumbers and electricians available."

How much business he does with this original investment depends on him. Eventually he might go as far as the dealer shown on the next two pages.

MORE ➡



...Or, You Can Go All-Out with a Kitchen Business as Big as This

The hypothetical dealer in this picture does a total volume of \$137,500 a year, most of which is in kitchens.

His appliance business has undergone a logical and gradual transformation so that now he is an appliance-kitchen specialist and most of his appliance sales are made in conjunction with kitchen installations.

Shown here in this picture arranged for ELECTRICAL MERCHANDISING by Crosley is everything he needs to do this business. The two kitchens together represent an investment of about \$2,200. The stack-on range display at lower left cost him about \$300. The laundry display at right center, at his cost, is worth \$500. The cartons in the background represent a back-up stock of about \$950. The washers, refrigerators, ranges,



freezer, and dishwasher he would carry in stock in performing his function as an appliance dealer.

He sells about 50 kitchens a year for a volume of \$75,000 in kitchens alone. Like most kitchen dealers he subcontracts the installation and pays the installation company \$15,000, which is charged to customers and doesn't come out of his \$75,000. The money bags represent \$5,000 for advertising and \$31,528 for operating expenses.

At the end of the year he ends up with a net profit before taxes of \$8,410. To see what his operating statement looks like and how he arrives at a profit ratio of six percent, see the figures shown in the next column, on this page.

And Net \$8,410 a Year

Some of the items shown in the picture of the dealer who does \$137,500 a year don't cost him anything. The home demonstrator, for example. Whenever he sells an appliance or a kitchen she goes out and demonstrates it and he pays her \$3. Then he collects the \$3 from his distributor, who, in turn, collects from the factory.

He charges the customer for installations and simply passes this money on to his sub-contractor, so none of his own funds are used for this purpose. Here's how his operating statement might look, based on his volume, typical installation costs and dealer margins:

OPERATING STATEMENT

SALES

50 kitchens @ \$1,500 (average), inc. appliances	\$75,000
Delivery and installation of above	15,000
Other appliances	25,000
Miscellaneous (odd sinks, cabinets, etc.)	20,000
Installation of miscellaneous	2,500

TOTAL SALES.....\$137,500

COST OF GOODS SOLD

Kitchens	\$45,000
Delivery and installation (paid to contractor)	15,000
Other appliances	17,500
Miscellaneous sinks, cabinets, etc.	12,562
Delivery and installation of miscellaneous	2,500

Total cost of goods sold.....92,562

Gross Profit.....\$44,938

That operating statement, of course, doesn't include his overhead and other operating expenses. The figures representing these other expenses have all been worked out, as were the ones above, by Crosley's sales, accounting and business management departments and checked against NARDA's Cost-of-Doing-Business figures to make them as realistic as possible.

OTHER EXPENSES

Owner's salary	\$7,500
Office girl	3,300
Salesman	6,000
Serviceman	4,000
Social sec. & insurance	500
Light, heat, rent	2,400
Janitor service	275
Taxes (inventories)	638
Service expense	1,930
Advertising	5,000
Office supplies	500
Credit & collections	200
Miscellaneous admin.	2,200
Depreciation, trade in loss (on appl's)	1,000
Bad debt loss	550
Interest	535

Total other expenses.....36,528

Net profit before taxes.....\$8,410

Gross profit is 32.7%

Net before taxes is 6%

A net profit before taxes of six percent looks abnormally large when compared with the NARDA 1953 figure of 2.3 percent, but this example represents a kitchen business, not just an appliance business. As 67.7 percent of 102 kitchen-selling dealers told us in a survey for this issue, you can make a higher margin of profit on kitchen sales than on appliances alone—which may be one good reason for getting into the kitchen business, whether you do it on a minimum basis or whether you go all-out.

End

KITCHEN RETAILING

Has Problems All Its Own

Specialty Selling is Required
Estimates Must be Accurate
Installation Facilities are Essential

That's the portrait of
the kitchen business drawn by
experts and dealers replying to
Electrical Merchandising's
kitchen survey

ALTHOUGH an appliance dealer can make a creditable entry into kitchen merchandising with an investment of only \$500, he's likely to drastically revise some of his preconceptions of the business before he hits an annual volume of \$75,000 in kitchens alone.

That's because the kitchen business is not the appliance business. It not only has the one big problem of the appliance dealer, making sales, but the selling required is different and, in addition, it has two additional major hurdles—estimating and installation.

Customers don't ordinarily walk-in and say, "I want to buy a kitchen," with the same casualness that the appliance dealer has come to expect of the TV buyer. If there is any branch of appliance merchandising that requires specialty selling, it is kitchens.

Once a consumer has agreed to buy a kitchen, the dealer has to determine how much it's going to cost. Unlike an appliance, where delivery is about the only factor beyond the list price which must be reckoned, installing a kitchen may average one-fifth of the costs of the merchandise involved. And if a dealer misguesses on what it's going to cost to put that merchandise in, or makes mistakes during the installation, he may not see any of that 40 percent margin on the merchandise that looked so good when he went into the business.

To find out just how different the kitchen business is and how successful dealers handle it, ELECTRICAL MERCHANDISING surveyed 1,000 dealers across the country, got replies from 193, 102 of whom offer a complete kitchen planning and installation service and on whom the survey results were based.

WHAT DO YOU NEED?

Just how different the kitchen business is from appliance selling was em-

phasized by the way kitchen dealers get their customers. In answer to one of the questions, 39.2 percent of the 102 dealers who offer a complete kitchen service said they got most of their customers by referral, 35.3 percent found the by following up on old appliance customers and only 25.5 percent said their customers walked in cold.

One of the happiest differences between kitchens and appliances only is the big profit margin enjoyed by the former and 67.7 percent of the dealers acknowledged this when they said they could get a higher profit margin on kitchens than on appliances alone.

However, in one respect, at least, kitchen dealers are much like appliance-only retailers. They sell all of the same products. One-hundred percent, of them, for example, handle washers. Indeed, a higher proportion of the kitchen-appliance dealers than of the total 193 dealers handle most appliances. Ninety-eight percent of the kitchen-appliance dealers, for example, sell electric ranges. Only 93.8 percent of the total dealers sell them.

When it comes to kitchen cabinets, of course, there is a marked difference. Slightly over 94 percent of the kitchen-appliance dealers sell them, only 63.2 percent of total dealers do.

Most dealers selling kitchen cabinets handle steel units in preference to wood. A little more than 28 percent handled wooden cabinets, 93.1 percent sell steel.

Inventories. According to most of the respondents, kitchen inventory investment doesn't go very much higher than the \$500 figure mentioned at the beginning of this article. The largest group of merchants to pick one dollar bracket (see table), 14.7 percent, said that their inventory at cost in kitchen cabinets and sinks is between \$301 and \$600. The second largest group, 13.7 percent, have stocks worth \$901 to \$1,200. Nearly seven

percent have an investment worth \$601 to \$900. Surprisingly, 6.9 percent have inventories worth more than \$2,700 and 7.8 percent value their stocks between \$1,801 and \$2,100—either of which groups has enough of an investment to do a really elaborate display job.

Training. Getting ready to sell kitchens involves more than laying in merchandise and discovering a market. Certain specialized training is required. We asked dealers if they had been offered any such training in sales, installation and planning by manufacturers. Their answers indicate that such training is generally offered and widely used.

Of the 102 dealers who offer complete kitchen service, 84.3 percent were offered training in selling, 72.5 percent training in installation, and 86.3 percent in planning. Sales training was taken by 95.4 percent of those to whom it was offered, installation training by 90.5 percent, and planning by 92 percent.

Judging from their reactions, this kind of training is an essential, as 96.4 percent of those taking training in sales said it was valuable, 89.6 percent said the same of installation training and 96.3 percent agreed that planning training was worthwhile.

Financing. Once a dealer has set up to sell kitchens he has to offer some kind of time payment plan. But here again kitchen selling differs from appliance selling. According to Harrison McCann, vice-president of Commercial Credit Corp., between 65 and 90 percent of appliance and radio-TV sales are financed, but a regular time payment contract is not nearly so widely used for kitchens as for appliances. The reason is the cabinets and sinks. Repossessing these nailed-up items is a good deal more difficult than taking back a refrigerator or television set, so many commercial lending institutions shy away from straight

time payment contracts on kitchens. "However," says Mr. McCann, "if it's a \$2,000 kitchen and includes \$1,000 worth of appliances, it's a good preferred risk and most commercial lending institutions like ours would be happy to take it."

Kitchen makers' booklets describe several types of financing open to the kitchen buyer—a regular secured bank loan, refinancing a mortgage, using the privileges of an open-end mortgage, an FHA Title I loan, regular time payment financing, or including the kitchen in the mortgage of a new home.

For the dealer the easiest to negotiate, says Mr. McCann, are probably a regular time payment contract or an FHA loan, both of which require a minimum number of forms and red tape.

For the consumer there is considerable variance. A secured loan from a bank may require some form of collateral, such as life insurance or stocks and bonds. He will get up to 36 months to repay and the loan will cost him between four and five percent simple interest per year.

If he reopens his mortgage he'll probably pay five percent a year simple interest on the loan, but he will also have to pay a fairly steep fee to have the mortgage reopened.

Consumers lucky enough to have an open-end mortgage on their house don't pay any fee for reopening it and continue to pay the same size monthly payments over a longer period of time or make larger payments without extending the life of the mortgage. Interest will usually be charged at a simple five percent rate.

An FHA Title I loan, usually obtained through a bank or local lending institution, gives the borrower up to three years to pay, costs him about five percent "flat" per year. If he buys a kitchen for \$900 he will pay back
(Continued on page 160)

The Kitchen Business Looks Like This—Some of the answers to E.M.'s kitchen survey

More Dealers Are In It Than Out

Do you offer a complete kitchen planning and installation service

No. dealers	No. dealers
Yes 102	No 91

Kitchens Pay a Better Profit

Can you make a higher margin of profit on kitchen sales than on appliance sales alone?

	% dealers
Yes	67.7%
No	19.6
About the same	3.9
No answer	8.8

Inventories Are Usually Less than \$1,200

What is the value, at your cost, of your inventory of base and wall cabinets and sinks?

Inventory value	% dealers
\$50-\$300	8.8%
301-600	14.7
601-900	6.8
901-1,200	13.7
1,200-1,500	4.9
1,501-1,800	1.0
1,801-2,100	7.8
2,401-2,700	1.0
Over \$2,700	6.9
Other answers and no answer	34.4

Dealers Sold 2.5 Built-in Ranges Each in 1954

How many built-in ranges did you sell in 1954?

No. sold	% dealers
0	51.0%
1	5.9
2	6.9
3	1.9
4	6.9
5	2.9
6	3.9
7	1.0
8	1.0
9	—
10	5.9
12	1.9
15	1.9
16	1.0
No answer	7.9

Most Dealers Sell Less than 20 Kitchens a Year

How many kitchens did you sell in 1954?

No. kitchens	% dealers
None	2.0%
1-10	43.1
11-20	16.7
21-30	4.9
31-40	2.9
41-50	2.0
51-60	—
91-100	1.0
No answer	27.4

Some Dealers Make a Good Thing Out of Builder Sales

Do you sell any kitchens direct to builders?

Yes	25.5% of the dealers
No	67.6% of the dealers
No answer	6.9% of the dealers

If yes, roughly what percent of your kitchen dollar volume?

% of volume	% dealers
1-10%	42.3%
11-20	7.7
21-30	11.5
31-40	3.8
41-50	7.7
51-60	3.9
61-70	—
71-80	3.9
Other answers and no answer	19.2

Customers Come from Referral and Follow-up

Which one of the following provides most of your kitchen customers?

	% dealers
Referral	39.2%
Walk-in	25.5
Cold canvass	3.9
Advertising	24.5
Follow-up on old appliance customers	35.3
Other methods and no answer	6.6

Kitchens Are Big-Ticket

What was the average price of the kitchens you sold in 1954?

Price	% dealers
\$1-\$300	2.8%
301-600	33.3
601-900	26.3
901-1,200	15.3
1,201-1,500	11.1
1,501-1,800	2.8
1,801-2,100	2.8
2,101-2,500	2.8
No answer	2.8

Most Dealers Subcontract the Installation

If you sell kitchens, how do you provide the following services?

	(By percent of dealers selling kitchens)					
	With own employees	Sub-contract	Recommend other firms	Let customer handle	Other	No answer
Carpentry	25.0%	53.0%	15.0%	23.0%	2.0%	2.0%
Plumbing	39.0	49.0	11.0	13.0	—	2.0
Wiring	55.0	34.0	9.0	11.0	1.0	1.0
Painting	6.0	56.0	18.0	31.0	2.0	5.0

Those Who Sell Kitchens Sell What Goes in Them

Which of the following products used in kitchens do you sell?

	% Dealers Selling
Built-in electric ranges	68.6%
Built-in gas ranges	26.5
Clothes dryers	95.1
Cooking utensils	39.2
Dishwashers	96.1
Floor coverings	23.5
Disposers	93.1
Free-standing electric ranges	98.0
Free-standing gas ranges	72.5
Freezers	94.1
Kitchen cabinets	94.1
Exhaust fans	89.2
Kitchen tables and chairs	31.4
Refrigerators	99.0
Washing machines	100.0

Kitchens Are Sold on Time

Approximately what percent of your kitchen sales are financed?

% kitchens	% dealers selling
0-10%	10.8%
11-20	4.9
21-30	9.8
31-40	3.0
41-50	23.5
51-60	3.9
61-70	3.9
71-80	21.6
81-90	8.8
91-100	7.8
No answer	2.0

Installation Presents Some Problems

Which one of the following is the most common problem you encounter in kitchen installations?

	% dealers mentioning
Non-plumb walls	59.8
Uneven floors	41.2
Plumbing difficulties	26.5
Mind-changing customers	23.5
Matching colors	3.9
Other	4.0
No answer	10.8

A Special Report to the Trade

Selling
Kitchens

EVOLUTION
INSTALLATION
DESIGN
FINANCING
COLOR
BUILT-INS

Dealers Are Licking the

A Special Report to the Trade

Selling
Kitchens

EVOLUTION
INSTALLATION
DESIGN
FINANCING
COLOR
BUILT-INS

Kitchen merchandising is specialty merchandising

It's specialty merchandising because it must overcome the business' own
and different problems of selling estimating and installation

The dealers pictured on the following pages have overcome the problems
in terms of their own operations

and most of their solutions will apply to the businesses of other dealers

Hellman Is His Own Salesman

Appliance dealer Willard Hellman of Hollywood, Calif., sells about 50 complete kitchen remodeling jobs a year in addition to his regular business as a full-line General Electric and Westinghouse dealer. As a rule he has 10 kitchens installations under-way and 10 more scheduled at any time during the year. Each of these jobs are developed and followed through by Hellman alone. Considering himself a "kitchen architect", Hellman performs a series of services which parallel those which a regular architect provides to the person building or remodeling a home. Unable after several tries to get a salesman capable of grasping the peculiar techniques necessary to be a kitchen specialist, Hellman believes his best personal approach is to put his appliance retail business in the hands of a competent manager and devote his own time exclusively to kitchens.

As his own salesman, Hellman has developed a procedure that shows well the polished selling techniques of the experienced kitchen salesman. And it shows too, why it is well at least in the beginning for the appliance dealer to handle his own kitchen selling. Hellman's procedure in developing a kitchen prospect into a customer is shown in this photo-series.



1. Needs of prospects like the Robt. Blairs of Los Angeles, are the first consideration of dealer Willard Hellman. Size and age of family, economic conditions, living habits are usually apparent, always important to his recommendations.



2. Desires of the prospects come next. Hellman finds out what they have in mind, how they intend to use it, keeps notes as prospect indicate her ideas or mentions other kitchens in magazines or neighborhood homes.



6. Specifications of the kitchen are decided on a trip to Hellman's store, where three model kitchens and extra cabinet display give the Blairs a chance to check size, features, cost, and listen to Hellman's suggestions.



7. Details can be worked out on this trip to the store, where as above the husband can get technical information he wants, or get satisfactory explanation and demonstration of why a specific item is needed or priced as it is.

Problems of SELLING

To have any chance at developing a profitable kitchen business, the appliance dealer must be able to offer the prospect the services of a specialist—during the selling stage as well as later when installation is underway.

For the small dealer, becoming an expert himself has proven the most successful method of approaching the selling of kitchens, even if the dealer has one or more otherwise competent appliance salesmen on his staff. Not only are good kitchen salesmen as scarce as a list-price broiler, but the business demands so much attention of a strictly management nature—contracts

with installers, finance, etc.—that the small dealer might as well handle the selling too.

For other dealers, particularly those whose overall appliance-TV volume is such that the owner must remain in a management capacity, the kitchen business must be developed through a staff specialist. This is usually an experienced appliance salesman who has had kitchen selling experience, or who shows an aptitude for it that warrants his being trained by the dealer's kitchen cabinet distributors or manufacturers' representatives. Either way, kitchen selling requires a specialist.



3. Possibilities for the prospects are suggested by Hellman, even this early, in order to draw out more of the prospect's thinking and to solidify ideas along definite lines that can be put in the layout.



4. Limitations of the kitchen may be pointed out by Hellman so that prospect won't expect too much. Knowing in advance what can't be had, increases chances of accepting Hellman's suggestions.



Sketch of suggested kitchen is prepared by dealer Hellman from notes and specifications taken on first call, is presented to husband and wife on prearranged evening call.



8. Appliances for the new kitchen are examined and demonstrated on this call at Hellman's GE and Westinghouse store. It is important that prospects coordinate costs of appliances and cabinets in budget.



9. Financing of the new kitchen can be arranged as the final specifications are drawn. FHA is the most popular method, but many of Hellman's jobs, particularly in the high price bracket, are paid in cash.



10. Scheduling of the Blair's kitchen is shown customers. What kitchen business means to this store is indicated by boards showing 10 in construction, 9 waiting to start.

Marks Sells Kitchens Through a Specialist

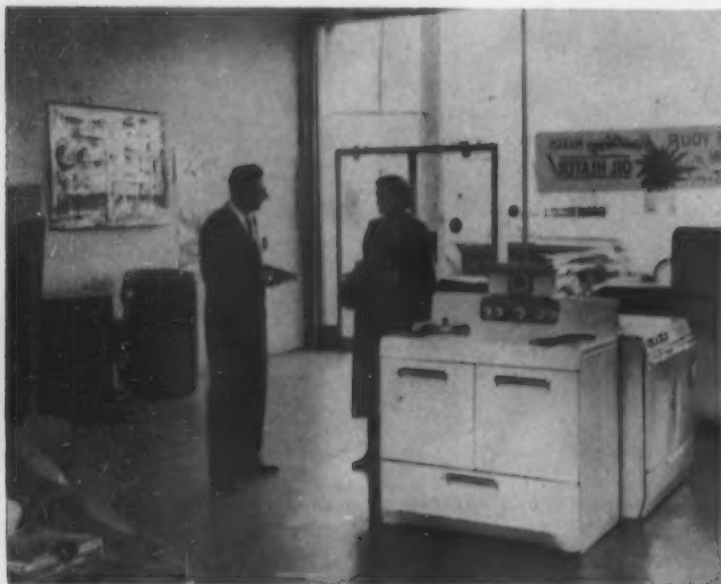
The concern of Marks Furniture and Appliances, Frigidaire-Youngstown dealer in Portland, Ore., represents the type of dealership which does not lend itself to the development of kitchen business through either the owner or the appliance store manager, Joe Vettger. Volume of business and the many responsibilities of management there require that any effort toward building a profitable kitchen business must be done through a staff specialist.

Working with the close cooperation of Paul Gray, Youngstown kitchen

specialist salesman for distributor Lou Johnson Co., the Marks concern puts itself competitively in the Portland kitchen remodeling business through use of a salesman-specialist Verne Quigley. In doing so, Marks has to face the two inherent problems of such a set-up—keeping the kitchen-specialist fully occupied—keeping the rest of the sales staff interested in getting kitchen business for the store. How that store manages its kitchen business and solves those two problems is seen in the following photostudy.



1. Everyone knows the fundamentals of kitchen selling at Marks, Portland, Ore., where distributor salesman Paul Gray holds regular meetings to teach both the market story and the product story and to instill enthusiasm.



4. Any salesman takes a kitchen prospect. In this case it is store manager Joe Vettger who finds that prospect wants kitchen information. With every staff member having some training, no prospect must be told to wait for specialist.



5. Qualification of prospect can be done by anyone on staff, as well as basic kitchen selling job up to point of design and estimate. Vettger has full knowledge of cabinets and equipment in model Youngstown kitchen on Marks floor.

8. Capable selling of kitchens is possible through specialist's knowledge of latest techniques, experience and ability to convince prospect that he and store will be able to satisfy needs without her looking elsewhere.



9. Technical knowledge of the cabinets and appliances which go into the Marks kitchens, and use of this knowledge in work with installers, is handled easily at Marks by having this staff specialist available and capable.





2. One is a specialist in the program Gray has worked out for Marks. Salesman Verne Quigley, seated, gets training in developing prospects, planning, following through.



3. Promotion and advertising by the store builds reputation as kitchen headquarters, ties in with Youngstown, gets assistance of salesmanager of distributor, Lou Johnson Co.



6. Turnover to specialist Verne Quigley comes when prospect is qualified and her specific kitchen needs must be analyzed. Vettger will get share of commission on any kitchen sale to this prospect, welcomes working with specialist.



7. Specialized attention to prospect's kitchen needs is possible at Marks with Quigley free to devote any time needed to development of store's kitchen business. First he gets ideas of prospect's desires and budget.

MORE ➔

10. Follow up on completed kitchen jobs is the job of Marks specialist Quigley. His identity with the job enables him to see that each completed kitchen brings him prospects, gives big Marks concern advantages of personal relationship.



11. Hedge against periods when shortage of kitchen business would leave Marks with heavy salary to meet, or kitchen specialist with no commissions, is arrangement that gives Quigley freedom to work as one of store's appliance salesman.





KNOW the electrical capacity of the house right away, says kitchen dealer Gray Minor, Oakland, Calif. In most areas it will not be adequate, new circuits will be major expense, will have bearing on prospect's decision to remodel.



LOCATION for debris is important in figuring kitchen remodeling jobs. If, as above, there is place to store it until completion of job, hauling cost is small factor. Daily cleanup can be costly.



WHERE are the plumbing vents? They may crop up in a wall that's to be removed, opened, or where picture window was planned. If they're in the way, know in time to get costs in estimate or to change layout.



CEILINGS of two rooms that will be opened into one have nasty habit of being different heights. Minor checks this situation, will know costs of lowering one, will get it straight with customer in beginning.



HOW MUCH entry space, is there room to bring in appliances like a dishwasher—or will doors or jambs have to be removed, a job carpenters charge someone for? Sharp turns are major problems.

Dealers Are Licking the Problems of ESTIMATING

UNEVEN floors and walls, unexpected plumbing difficulties or unusual wiring problems can wreck the profits on a kitchen job.

That's why it's important to know before giving a final price just what the conditions on any given job are likely to be. That's why successful dealers like Gray Minor of Oakland, California, make a pre-installation survey like the one shown here.

In addition to the checks illustrated, Minor recommends other precautionary measures. He says, for example, that the dealer should know exactly

what the customer wants and expects, should go over the specifications and layout carefully with her when the contract is signed. Otherwise, she may expect and demand features for which he hasn't charged.

He suggests that a dealer should be certain which of the walls are load-bearing before giving a price on opening one room into another. A load-bearing wall will require extra support over an opening. Be sure what's inside a wall that has to be changed. If there are heat pipes or heat ducts

there, someone is going to pay a heating contractor; make sure it's the customer.

Find out what's downstairs—if there is one. If there's no basement, how about access to wiring and plumbing? If there is a basement, are walls covered or open?

How about access to the house, can trucks get to the rear? Are there slopes or steps up which equipment must be carried? These, like the other factors listed here, take time and money, must be considered in the estimate.

Dealers Are Licking the Problems of INSTALLATION

PROPER set-up for installing kitchens is the most important single factor influencing an appliance dealer's chances of success in selling kitchens. No one active in the kitchen business today would question that statement. In having a satisfactory and competitive arrangement for installing the kitchens he sells, the dealer opens the door to profitable business whether volume is large or small. Without such arrangement, the dealer's kitchen display is but a show place for his appliances, and his cabinet sales will seldom warrant the effort.

Personal visits with 47 appliance dealers in three states indicate that even some of the most experienced

dealerships are neglecting the kitchen business because management feels it can't handle the installation problem. Most of these dealers expressed ideas that proved contrary to the ideas and practices of the other dealers enjoying a profitable kitchen business. Evident to the observer is that too many dealers have not studied the various ways to approach installation, often have based their business on a method unsuited to the store's operation.

The appliance dealer has, of course, four ways to approach installation:

1. A staff of his own to handle at least the carpentering, plumbing and electrical work, if not the linoleum, tile, painting, etc.

2. Setting himself up as a general contractor, sub-contracting each phase.

3. Working through a general contractor who assumes full responsibility for the installation, using his own men or sub-contractors.

4. By catering to the do-it-yourself market, providing advice and manufacturer's literature to the people who buy cabinets which they will be responsible for installing.

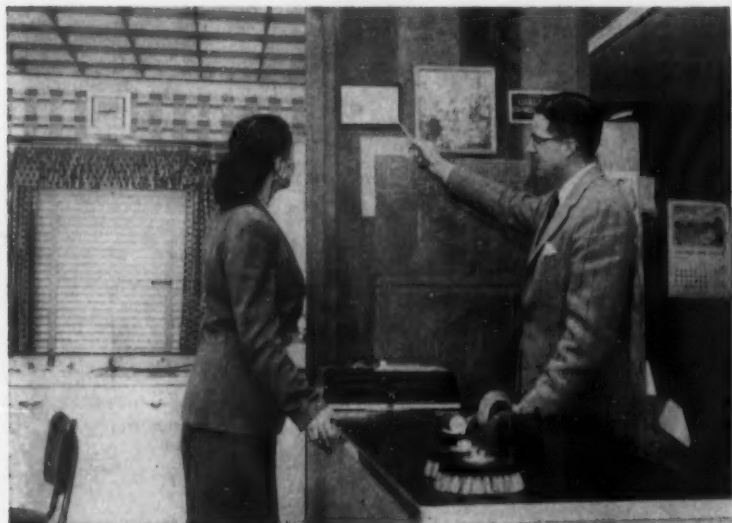
Few dealers, even the large kitchen-bathroom remodeling specialty concerns, can keep a staff of carpenters, plumbers and electricians fully occupied. Even when in theory a dealer might need each of these workmen 40 hours a week, it is nearly impos-

sible to schedule work so that each one moves from job to job without waiting. A few hours waiting by the plumber for the electrician, etc., on a job, and profits fly away.

The "do-it-yourself" market is, for most dealers, just a plus business. For very few can it be sufficient in itself. Many of such sales result from the dealer having a reputation in kitchen design and installation which brings in the "do-it-yourself" customer.

Therefore, appliance dealers in, or going into, the kitchen business basically have a choice of sub-contracting and supervising the installation, or turning the whole job over to a general contractor.

Subcontracting Installations Carries Responsibilities



1. Legal right to work as a general contractor comes to dealer Gray Minor of Oakland, Calif., with his license from the state. As a GC he takes full legal and financial responsibility for the kitchen installation.



2. Knowledge of each of the construction trades was needed to pass the state examinations, is needed as he estimates each kitchen job. It helps him figure jobs with or without his sub-contractors—gives him accurate check on their bids.



3. Contacts with sub-contractors in each field enable Minor to handle any job, keep him up to date on materials and techniques in their fields, labor conditions and costs. He uses several subs in each construction field.



4. Hiring of sub-contractors for each part of the kitchen installation is Minor's responsibility. Each must be briefed on the particular job, each must offer a price, each must have a contract with Minor.

Dealers Are Licking the Problems of INSTALLATION (continued)

5. Building permits must be taken out by Minor for each kitchen job. As a GC he can do so. Dealers working in similar fashion without contractor's license must leave it to sub-contractors to take out permits for their work, or in name of home owner.

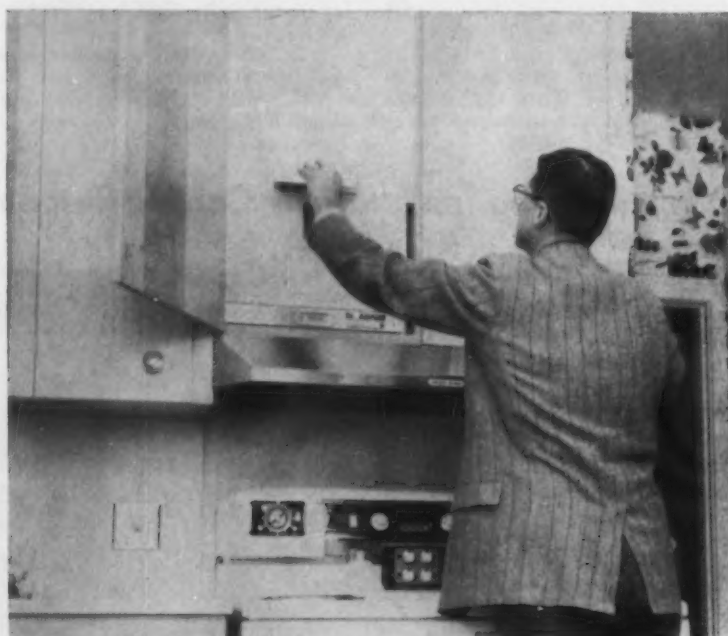
7. Follow-up of job in progress is responsibility of kitchen contractor Minor, or any kitchen dealer working through sub-contractors.

6. Cabinets, appliances, and other material supplied by Minor as a dealer has to be ordered or taken from stock for the kitchen-to-be. He has to have same displays, franchise, warehouse-delivery-service as any other GE dealer.

8. Scheduling of each sub-contractor's arrival and work on a kitchen job is another responsibility of kitchen-contractor and any other dealer handling his kitchen installations through subs. Constant adjustment in timing is necessary.



9. Follow-up of job is daily work of dealer who subcontracts installations. He must help with any problems, check on materials and quality of work.



10. Final inspection by Gray Minor comes when sub-contractors are finished, and before his servicemen follow-up for adjustment and demonstration.



11. Later calls to see new kitchen in action, to check satisfaction of customer, to correct any problems, to answer questions is part of Minor's practice. It makes the job ready for final payment, paves the way for referrals.

How Three Dealers Handle Subcontractors

APPLIANCE dealers Gray Minor of Oakland, Calif., Willard Hellman of Hollywood, and specialist Larry Devlin of San Mateo, are excellent examples of kitchen dealers who assume the full responsibility for installation. Each of them have established working arrangements with local plumbing concerns, electrical contractors, carpenters, cabinet installers, linoleum, tile and painting contractors. These kitchen dealers have become so experienced in the work of each of the trades that they may bid smaller jobs on the basis of their own estimate of what each sub-contractor will charge them for the work. On larger jobs, and where there is an alteration that is unusual or tricky, they call on each sub-contractor for an estimate.

Usually, dealers of this type do not get more than one estimate on the electrical work, for example, for each kitchen job. Their relationship with the sub-contractors gets them fair bids because their contractors are inter-

ested in the long range business rather than a killing. The dealer's own experience tells him quickly when a sub-contractor is taking advantage of not bidding competitively. Some dealers occasionally call for two bids "to keep the sub-contractors on their toes." All are careful about considering extremely low bids which are offered by contractors trying "to get in." They know the next bid will be higher.

Dealers handling kitchen installations under their own supervision have various approaches. Gray Minor, for example, works with several large sub-contractors in each trade, not so much to keep their bids competitive but to give him access to workmen when he needs them regardless of how many jobs he has going at the same time. Larry Devlin works mostly with one contractor in each field, feeling the importance of a closer relationship and the values of interdependence. Hellman, serving an area bigger than that of Minor and Devlin put together,

although handling about the same volume, works with several groups of sub-contractors in various areas of the sprawling Hollywood-Los Angeles market—trying to pick the group nearest to each kitchen job.

For his services in procuring and supervising the work of sub-contractors on their kitchen installation jobs, most dealers average about 15 percent above the installation costs to

cover their costs and a small profit. (The day of tacking on 30 to 50 percent above the actual cost of the installation has disappeared for most dealers because of competition from the kitchen-bathroom remodeling specialists.) This attractive 15 percent—for example, he may be able to bill the kitchen customer \$1725 for an installation for which his subs bill him \$1500—looks sweet and it encourages many

dealers to assume the responsibilities of supervising their own kitchen jobs. That \$225 fee looks more important when one considers that the dealer's personal part in the kitchen sale otherwise would mean only the profit on \$800 or so in cabinets and appliances. But—any dealer will emphasize, he not only works hard for the profit of a general contractor, he must have considerable experience to enable him to

do it profitably. Dealer Hellman, for example, has experience in building construction going back to boyhood days—his father was a building contractor. Gray Minor set out to learn enough about construction to enable him to supervise his kitchen jobs—and he did it the hard but creditable way, getting a general contractor's license by tackling the very difficult State of California examinations.

Using a General Contractor Is PRACTICAL

THE easiest, and for most dealers, the most satisfactory way to handle installation of kitchens is through a general contractor who assumes full responsibility for the installation. Obviously, this arrangement precludes the dealer getting the 15 percent or so that he would get if he took full responsibility. However, most dealers take about 5 percent above the general contractor's bill as their fee for the design, consulting, etc., that the dealer still must put into the kitchen installation job.

Dealers experienced in selling kitchens installed by a general contractor emphasize that the success of the venture depends on establishing relationships with contractors that enable the dealer to put his full confidence in the contractor more or less as a partner in

the overall business. The dealer must work with contractors who will bid jobs at a price that will keep the dealer in a competitive position in his market. And the general contractor must be one who will supervise his own men and hire the type of sub-contractors who will give the customer full value. The dealer must set up working arrangements with one or more general contractors who realize that the dealer has an important function—that of locating and developing customers, of designing kitchens, and supplying cabinets and appliances. The contractors must be those who have vision beyond the immediate job, vision to see that as long as the dealer is helped to establish a reputation for his functions, the dealer will get more
(Continued on following page)



1. Developing kitchen prospects is the basic job for Carl Hagstrom, partner in General Appliance Co., San Francisco, which handles kitchen installation through an outside general contractor. Hagstrom interests and qualifies the prospect.



2. Dealer Hagstrom and contractor Tom Butler work together in getting old kitchen's specifications which go onto drawing board in scale. They leave with more than adequate idea of prospect's wishes in new kitchen.



3. Back at General Appliance Co., Hagstrom and Butler plan the proposed new kitchen, write the specifications,—Hagstrom pricing for the appliances and cabinets, Butler for installation labor and materials used.



4. Joint effort goes into closing of kitchen as dealer Hagstrom and contractor Butler call on prospect with sketch, layout, specifications and prices of proposed kitchen. Hagstrom sells the design and appliances, Butler the construction and decorating.

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5. On his own as contractor, Butler directs his own men, uses sub-contractors, operates without General's interference or advice.



6. Construction finished, dealer Hagstrom's service crew moves in to test all appliances, make necessary adjustments. Having large service department with citywide reputation helps General Appliance in competitive selling of kitchen equipment.



7. Problems, if they arise, bring in both dealer Hagstrom and contractor Butler. Here, improper placement of a drain caused dishwasher trouble. Problem is thrown to Butler.



8. Demonstration to new owner becomes responsibility of General Appliance once Butler's work has finished and kitchen is checked out to satisfaction of both dealer and contractor.



9. Turnover of completed and demonstrated kitchen is handled by dealer and contractor together. This call sets the job up for payment, establishes relationship for later referrals or appliance sales.

and more business which will provide the contractor with profitable jobs. The dealer always must be on the watch for the readily available general contractor who has ambitions toward becoming a kitchen remodeling specialist himself, one who will watch for the first opportunity to get the full job, including the supplying of appliances.

Dealers meet this problem in several ways. Rapidly developing as a important kitchen dealer in the Portland, Ore., market, Marks Furniture and Appliances has working arrangements with four general contractors. These are small concerns with GC

licenses which handle the alterations and cabinet work and sub-contract everything else. To these small contractors, Marks is recognized as a good source of profitable business. Having more than one contractor available is necessary, particularly when these contractors are small—often "one-man" concerns. If one contractor is tied up on a job of his own, Marks has others to turn to. If Marks has more than one kitchen job where the work conflicts in time, the jobs can be given to separate contractors.

The relationship of Marks and its general contractors represents another available approach to kitchen installa-

tion by dealers. Marks is not involved in the installation except to the extent of putting the general contractor in touch with the kitchen prospect. The GC makes his bid to the customer, and is paid by the customer. If the job is financed, then the contractor's charge is put with the Marks' bill for cabinets and appliances under one contract.

Following a slightly different approach, but equally successful in building a profitable kitchen business with all installations handled by a general contractor is Carl Hagstrom, partner with Carl Holm in General Appliance Co., San Francisco. The GE, Tracy

and St. Charles kitchens sold by Hagstrom and salesman Al Chambers are all installed by Tom Butler, a general contractor. The relationship between General Appliance and contractor Butler, however, more closely approaches the condition of a partnership. Each of them has a profit to make by mutual development of the kitchen business.

From long association and work on many jobs, Hagstrom and Butler have learned how to approach a kitchen job as partners. How they do this to develop kitchen business is seen above, and on the preceding page in this photo series.



GET DETAILS STRAIGHT with the sub-contractors, says kitchen specialist Larry Devlin, San Mateo, Calif. A little extra time here saves time and money on the job. He provides blueprints to subs like Mausser Elec. Co. above.

One Dealer's Tips On Installation



ARRANGE for least possible inconvenience for the customer while kitchen is being remodeled, advises Devlin, who provides hose hook-up to keep sink working for customer while walls were changed and replastered.



EASE THE QUALMS of the customer as they arise, don't let little questions build up silently into big problems. Devlin explains to disturbed customer that ugly appearance of joints of old and new plaster is smooth and will disappear under paint.



WORK FROM HIGH SPOTS in leveling walls to take cabinets, it is easier, cheaper and more satisfactory, says Devlin, indicating how this old wall was smoothed to take modern cabinets.



BUILD SOFFITS after cabinets are hung suggests Devlin, indicating where trouble may arise if done the opposite way. Soffits can be built to compensate for differences in ceiling level, etc.



DOUBLE CHECK accuracy of plumbers and electrician's location of water supply, drains, and outlets before leaving job. This is better than bringing them back when appliances don't hook in properly.

End

A Special Report to the Trade

Selling
Kitchens

EVOLUTION
INSTALLATION
DESIGN
FINANCING
COLOR
BUILT-INS



Round table discussion by kitchen cabinet manufacturers defines . . .

The Dealer's Place in the Kitchen Business

Five hours of recorded, provocative discussion provided this distillation of manufacturer thinking on sales training, sales aids, color, built-ins, and the role of the appliance dealer

To get the most thorough possible picture of the present state and prospects of the kitchen business ELECTRICAL MERCHANDISING invited representatives of several manufacturers to meet in Cleveland late in January for an all-day discussion. Those who came included Malcolm Mitchell, director of sales training for American Kitchens; Dale Corey, district manager for Republic Steel kitchens; Lynn Gillespie, sales training department, Youngstown; and A. C. Johns, sales training director for Tracy kitchens.

The discussion, moderated by EM's managing editor, Robert Armstrong, lasted for nearly five hours. Every word spoken was picked up by a Brush tape recorder. Nothing was off the record. All editing of the 97-page transcript, necessarily extensive, had only one purpose: to compress the discussion down to the essential parts of those subjects which, in the opinions of the editors, are of the most importance and interest to readers of this publication.

First They Talked About Sales Training →



MITCHELL



ARMSTRONG

Mitchell Our program (at American) basically is designed to train an individual at each of our distributorships who can go down to the dealer level and execute the training program that we have set up. Also, we conduct four-day training schools.

Not too many months ago, I got some grumbings from the field that the full day program was not exactly the answer—that dealers were very reluctant to sit for the full day because of the competitive situation. As a result of those grumbings, I have now recommended and evening meeting of about three hours.

Armstrong The assumption of the three-hour meeting is that these dealer people already know something about planning and installing kitchens. Otherwise, three hours would be totally inadequate, wouldn't it?

Mitchell That's very true. And they certainly, as you pointed out, do know something. They just need some polishing and some brushing up.

Armstrong But you would strongly recommend that a dealer who is just going into the kitchen business should attend more than an evening meeting, wouldn't you?

Mitchell Yes, I certainly would. My full day program was broken down into three sections so that a full day meeting could be administered in three evening meetings. But we experienced some difficulty there in getting the dealers back into meeting No. 2 and meeting No. 3.



COREY

Corey We (at Republic) have exactly the same problem that Mr. Mitchell has spoken about. Most dealers in the field will not sit still for a seven-hour or an eight-hour training session. So this particular program we have breaks down into three sessions, and we are trying to break it down so that they come back.

Now, I think that one of the points that we could cover today with you folks of ELECTRICAL MERCHANDISING, is what can we do to get across to the dealer that we are not asking their time as a favor, but that we expect them to get something in return for it?

Armstrong Well, maybe I can help advance that idea by asking you a question. Why are dealers reluctant to spend the seven hours necessary? Is it laziness, or do they think they'll miss a television sale?

Corey I think it's probably a combination of those three, of which probably the last is the strongest. Your good kitchen dealer will usually attend the school and pick up something. The one who doesn't come is your general line dealer, the one who is handling a variety of products, and further, who has probably had some very sad experience with some kitchen installation, regardless of make of kitchen. If he hasn't been properly prepared, he will go in and make a sale and try to install it. He'll run into a problem that he didn't anticipate or is not equipped to handle at all, and become soured on the business. Am I right in that?

Mitchell Well, Mr. Corey, I think you're entirely right, and I would like to say at this point that I think too many dealers have been sold into the business on the basis of its high profit without proper education to carry on the business. Consequently, they have been following the line of least resistance and have been selling other fast-moving, fast-turning lines with perhaps a false profit in them.

Corey If, some way we could get across to this dealer—who is griping about the builder taking his appliance business away from him—the fact that

he has a golden opportunity to take away part of that builder's business, who is concentrating on new construction, and go into the modernization business, he would be a step ahead. There is a field wide open there in almost every territory.



GILLESPIE

Gillespie As Mr. Mitchell points out, and as Mr. Corey also points out, we (at Youngstown) have found a little difficulty in getting a dealer or person away from his establishment for eight hours. So our basic training program is broken down into three parts. First, the product. Second, we have the features of our products. And third, we have kitchen planning. We have rejuvenated the basic training program so that each one of these sections can stand alone. It can be a meeting in itself, the product, or the features, or kitchen planning—so that each section can stand alone as a meeting.



JOHNS

Johns Our program is relatively the same as Youngstown's and American's and Republic's. We start off by telling them about Tracy, about the history of Tracy. We go on to tell them about the kitchen business, and why it's a good business. And we have four very good films that we've presented to our people with a training guide, which is a narrative. And then we go into our product line features, and of course we spend quite a lot of time on that. It's broken up into three sections, and it takes approximately eight or nine hours. And it's a three day session. I don't think there's any doubt about it. I don't think you can take this wonderful business and wrap it up into minutes, because it takes many hours.

Armstrong Is this program conducted at Tracy or in the field?

Johns We conduct our programs in the field at the distributorship's place of business or in an auditorium. First we train our distributors and our distributor sales personnel, and then we go on into the field and train the dealer. But we go a little farther than that. We actually practice what we

preach. We actually go out into the field, work with the dealers on the floor, and go into the dealer's customer's home and actually sell the kitchen for him. Now, that's a little far-fetched, and it sounds a little extreme, but we actually do that to prove that this kitchen business is a lot of fun. Then we go on and tell them about primary kitchen planning, the basic fundamentals of planning kitchens. Then we continue on to our kitchen planner.

Armstrong You gentlemen can correct me if I'm wrong, but I got the distinct impression while you were talking that most of your sales training effort is directed at the distributor level, and, as one or two of you pointed out, where it's really needed is at the dealer level. You have to rely on the distributor to carry the message to the dealer. And if he falls down on that job, then your program is blown higher than a kite.

Gillespie Mr. Armstrong, I think you're entirely right. But which of the steel kitchen manufacturers can afford to maintain a force that could be in the field at all times to do the training job that's necessary?

Corey It would be impossible.

Armstrong Well, what I'm leading up to is this: What kind of insurance can you take out, or what kind of pressure can you bring to bear so that this training gets down to the dealer level? What can you do?

Gillespie We keep records in the home office of all the sales training that is done in the dealership. By that, we keep a record of how many trained people are in the distributorship. This dealer has how many trained personnel, when's the last time that they have been in to a basic sales training program. Then we make a quarterly report on how many trained Youngstown training people are there in the United States. And when that gets below a certain level, brother, we go out and do it. We tell the distributor we must have training and we force him to go out and give training programs. It seems so silly, but it's the truth and I think all you gentlemen feel the same, but the distributor, if he isn't needed into giving training programs, won't.

Mitchell Well, if you'll pardon my interruption, Mr. Gillespie, I have laid down for our district managers a quota of meetings to be held every month at the distributorship, hoping that we can get that enthusiasm started at the distributorship and prove to him the results of these meetings.

Gillespie We have done that also.

Armstrong Well, would we all be agreed on this? That there is good sales training available for the dealer if he wants to take advantage of it?

Mitchell I would be inclined to say yes. All the companies represented here certainly have outstanding sales training programs as compared with any other industry you can name.

Corey This may not agree with what you gentlemen feel, but I think we could all of us examine our sales training program for what in my opinion, are two weak spots. Those are, first, the digging up of prospects. I don't think we spend enough time or enough emphasis on telling the dealer how to dig up prospects and where they are, and how to follow through on them. And the second is the bugaboo of installation, that is, teaching the dealer how to look for the trouble spots he may hit and how to overcome them. I think that even though we may have them in the programs some of our men and distributor men slough over them because it's an easy thing to do. We forget that that is one of the things that is hurting that dealer's morale as much as anything else there is. Afraid of the installation, afraid of the problems he's going to run into. And I do think we slough it off a lot of times. Do you agree, Mr. Mitchell?

Mitchell Well, I might point out to you gentlemen, what we have done to try to alleviate that situation. We have been rather successful in establishing centralized installation for our dealers, meaning that we have gone to an installing service, a specialist who makes a specialty of installing kitchens, and we have said to the dealer that we know that one of the bugaboos of kitchens at the dealer levels is installation. Now, in order to make it easy for you, we want you to learn the product line, we want you to learn how to plan the kitchen, and forget about installation. We have an installation center—here's the man's name and address. When you sell a kitchen, you call him, and he'll take over the installation.

Corey That can be worked many times in metropolitan or semi-metropolitan areas. But my experience over the years has been that two-thirds of the business comes from the outlying areas. That is, the country dealer, percentage-wise, does a better job than the city dealer. And it's the country dealer that I'm thinking of. We should interest a few more of them in this kitchen business and show them that the installation problems can be licked. It looks larger in their minds than it actually is.

Johns I think we are losing sight of the fact that dealers are interested in kitchens, but they just don't know how to get into the kitchen business. And I think Malcolm Mitchell of American has certainly brought up a very important point of distributors falling down on the job. The distributor is interested in hiring salesmen, but he is not interested in teaching the dealer how to make that sale. I think it is important that we convince the distributor to have a training program. Training is certainly very important to dealers. There is no simple way around it. You have just got to learn the kitchen business and learn all of the problems involved in it. Dealers, I think for the most part, are sincerely interested in learning the business. I think they have to be.

SALES AIDS



Mitchell of American:

"Everything Necessary for Closing Sales"

WORKING in the field as I did for a number of years I found that tools for selling kitchens were very inadequate in that the dealer salesman would not carry the tools that had been provided.

So I set out to devise something that would be in the form of a briefcase type tool that would contain everything necessary for making a logical kitchen presentation and closing the sale. We have come up with what we call the kitchen personalizer.

The first thing that a kitchen salesman needs to do is to establish with his prospective consumer his authority, so I placed on the inside cover a duplicate copy of the Kitchen Planning Specialists Certificate that we offer for attending our school. The next thing that the salesman needs, of course, is literature to continue his presentation. So in here (kit) I have placed the catalog, architects file, spec sheets, and all literature. Also I put some copy on this page which I hope the salesman will use to find out why the consumer is interested in a new kitchen. There are enough reasons here for qualifying a sale and if he can find out which one of his reasons apply to his customer, all he needs to do is keep selling to that one. The copy here reads, "Your American Kitchen, you plan for a wise investment that pays off in fam-

ily dividends. Your American Kitchen, a kitchen you'll be proud of, with planned beauty and planned convenience. Your American Kitchen cuts hours from kitchen worktime." That's what she's interested in, cutting work time. And then over here, we have placed all of the small literature, the full line folder, a series of postcards, the giveaway literature.

On the next page, we have the necessary tools for making a kitchen survey. The first thing the salesman needs, if he gets to the kitchen, would be a measuring instrument with which to measure the kitchen. As you pointed out, Mr. Gillespie, the first thing you do is to make a rough sketch, so you get some dimensions down. Then in this pocket, I have placed the kitchen planning pamphlet, along with a quantity of survey forms for getting right out in the kitchen and making an actual kitchen survey. And down here we have what I call a "space measurator." Most people plan kitchens by the same methods we use. They simply establish the dimension of the wall, and they begin subtracting out from it the appliances that are of a fixed dimension. The things that perhaps would be of fixed dimension that would have to be taken out of a given wall could be a dishwasher or sink, a refrigerator, a range, a win-

dow, a door, or a piece of laundry equipment.

I still don't think a salesman has sold a kitchen because he's told a customer what cabinets have to go in there. I think he needs some visual means to show her what her kitchen is going to look like. And we show that by the use of 25 plastic strips.

One page here (in kit) is a plastic-coated page, and it becomes the page on which the dealer writes or makes up his bill of material. We have listed here every item in the American Kitchen line. After he arrives at his bill of material and has priced out and sold his kitchen, before he uses this kit again, he simply takes a Kleenex and wipes this page off. So this always becomes the basis for establishing the

bill of material, and it serves as a reminder to sell the most "plus profit" items that we all like to sell, all of the accessories. Then, in order to bring the customer to a "That's for me!" decision, we have placed back here six actual samples of the counters that are offered by American Kitchens. And I hope here that the dealer can get the customer to say, "Well, I like the red." That's all he needs to know—it's time to ask for the order if he's got her down to that point. In the back of this kit, we have placed a suggested guide for time payment. The interest rate on this guide is exactly the same as FHA. We can figure the balance due on any note for any amount from 1-25 dollars, to be paid in periods of 12-18-24-30-36 months.

• End



Gillespie of Youngstown:

"It Gives the Woman the Idea That You Know What You Are Doing"

WE have been in the process of changing our sales tools to fit the new type cabinets and color that we have. However, I did bring two sales aids that we use. Of course, we have all of the different type of easels, the Youngstown kitchen story easel, the dishwasher easel, the food waste disposer easel that we use in the prospects home. Of course, we use those because we find that they are attention getters, and hope to get the attention of the prospect as we show these easels either in the dining room on the table or on the coffee table. It concentrates her thinking as to what we're talking about right on the easel as we go along.

Of course, all of you know about the Youngstown kitchen temple,

which we use when we go into the prospect's home and we draw up a scale model of her home and get the kitchen's dimensions. Then you go into the easel story to show her the different type cabinets and the different type units that we have. Also we have the Minakitchen, which Mr. Corey showed you, and we are changing that to include all of our new items, and also in color.

I do have one sales tool here that we have used very successfully in making the home call. Now, as all of you know, when you make a home call, the first thing that you try to get is a rough sketch of the kitchen. Of course, you have to have the dimensions. Well, we have always found that when we've talked to the woman,

that we have either a tape or a metal rule of some kind, that we always end up with the woman holding one end of it. And you usually say, "Mrs. Jones, will you hold this while I bring out the tape?" So we've come out with a kitchen rule, which we think is very successful. You can stand right in the middle of the kitchen, and you can bring this rule out to any size that you wish and right in the center of the kitchen you can get the height of the ceiling. Also you read this rule right at your fingertips. All you have to do is turn it over like this and you get 118½". And you can stand also in the center of the room and get the walls. Also a great help when you lay up against a wall in the kitchen it helps you see right away whether that wall is going to be so far out of line

as far as your wall and base cabinets are concerned. We've found this to be a great help to our retail people, and also, it gives the woman the idea that you know what you're doing as far as kitchen planning is concerned. Now those are the only two tools that I have, outside of the easel and the Minakit that I showed you. Of course, we have a sketchpad provided to all of our dealer salesmen that shows the full line on the side, something like Mr. Mitchell's, so that it can be referred to during the kitchen drawing.

After the lady has shown us that she is interested in the product, we set up the kitchen in miniature form. And, of course, we try to close the sale the minute we open the door. But we guide her as far as her thinking is concerned. ● End

cessfully, by dealers who have had only instruction on this particular thing in their individual store by a salesman. That isn't the ideal way, but it does give us that particular thing that we're after—getting something into his hands that he can refer to. A very quick course. Granted it isn't complete, but it's a quick course on how to plan and sell a kitchen. Now in addition to that, this kit will also contain complete color samples and a rule. It will have planning pieces, the ruled paper squares, bending strips, this templet.

We have a foldover piece, which from the front looks like a base cabinet. It's the replica of a base cabinet. You open it out, and it's squared inside, and that is where the floor plan of the kitchen is made. Then the pieces that are doing the foldover are

ruled out at 36, 40, 81, and 84 inch heights, so that you can also put the perspective on the same paper as the floor plan in the relative positions. On the back of it is a job record. In other words, you put on that the material supposed to be used, the date of the first call, the callback, the date the sale was completed; and it becomes a file for the dealer, actually. We caution the men, here, as I know you caution all your dealers to never leave the plan with the customer until the sale is completed. He takes that back to his store and it becomes a permanent record of his visit and of each subsequent visit that he may make. Now, those are our primary sale tools. Of course, we have other booklets for do-it-yourself prospects, things of that nature, that we pass out. ● End



Corey of Republic:

"A Quick Course on How to Plan and Sell a Kitchen"

THIS book comes with our miniature kit. We are doing two things with this particular piece. We are trying to build up the dealer's ability to sell, put words in his mouth, as well as get the customer interested in remodeling his kitchen. And this takes them through the basic kitchens, both from a diagram standpoint, and from a pictorial standpoint, impressing on them all the way, that we do have individual planning problems, but that they're not insurmountable, that a variety of cabinets are available, that they can plan their kitchen and get a good job out of it. We hit, incidentally, some specialized planning problems just to illustrate what we're driving at in this presentation. This is a picture to show that you can have any

shape kitchen, but we'll fit it. Then we show them the kitchen planner.

We have put into this book, this consumer book, a rather complete sales story on how to use the planner, the approach to the prospect about letting the prospect talk to ease the presentation into action, get the miniature models into action, let your prospect into the act. In other words, it is a sales story worked out, showing how to use the cutouts to draw the kitchen.

Now the reason for that is that we at Republic bring these people into a sales meeting, and we tell them about our story, and we go to the easel and we show them how to use this. And we think they ought to take something home with them, to act as a refresher. It has even been used, and used suc-



Johns of Tracy:

"This is Tracy's Answer to Planning and Designing"

BEFORE I get into the kitchen planner which I'm very proud to present to the gentlemen today, I'd like to point out some of the tools that we have in the way of literature. We have a very good price list that is illustrated. I think we take some of the mystery out of the kitchen business with it. Every product, every piece of product that we make, is illustrated. We have the model number, the catalog number, the width—the full description—exactly everything that customer is getting.

Now, to get to this kitchen planner. This is Tracy's answer to planning and designing. It's a method of making a perspective drawing. Now, a perspective drawing ordinarily takes the average architect or even the artist, three

to four hours to create. And normally, it takes several years of knowledge. But we can take a novice—and I don't care whether he's ten years old or 80 years old—and the only qualification that he has to have is to be able to hold a pencil in his hand and a ruler, and be able to draw a straight line. And he can create a perspective drawing not in three or four hours, which it takes the engineer to do, but in ten, fifteen or twenty minutes. No more. It looks very complicated, and I'm certainly happy that it does, because if the average customer knew how simple it was, it would leave very much to be desired.

First of all, we have three pamphlets that go along with the kit. We have (Continued on page 170)

Our Manufacturer Panel Talks About

Color



Armstrong Let's get into this color problem for a minute. Color, as I see it, has several aspects, some of which are worrisome. One is the inventory problem, another is the problem of matching colors. You may get two runs off the same line of presumably the same color, but actually, they aren't. And then you have a problem of matching cabinet colors with the appliances that go into the kitchen.

Mitchell The percentage of steel kitchens that have been sold in color to date have been, perhaps, between 1 and 2% of the total sales. I believe firmly that there is a definite trend toward color. On the other hand, I

don't believe that color is the major factor in what the consumer is looking for. I think the consumer today is looking for texture, and not color. She's looking for something that will harmonize with this present-day kitchen.

Johns I think you're right. People are looking for color, they're looking for texture, they're looking for something new and exciting.

Armstrong But the dealer is still worried about inventory in respect to col-

ored kitchens. He thinks, "My gosh, have I got to get a lot of warehouse space, have I got to have six or seven different complete inventories of color, whereas today, I only carry one?"

Corey Actually, the dealer doesn't carry an inventory on kitchens, for the most part. It's the distributor that carries the inventory, and he's the one that's worried about the color.

Armstrong Well, how much of a problem is it going to be for the distributor?

Corey I don't know.

Mitchell Well, I think one of the dealer's worries will be, insofar as we are concerned as manufacturers of steel kitchens, how well will my kitchen color match the range or refrigerator that I have to sell? I think the dealer recognizes that as a problem. I think, also, that there is some question in the dealer's mind as to whether or not we're ready for color, since he has had some experience with colored ranges and colored refrigerators

Built-Ins

Armstrong This might be a good place for us to get more specific about the appliance dealer's role in the kitchen business, specifically with relation to built-ins. We know that built-ins are coming into the kitchen picture more and more strongly. We know that unless the dealer is willing to go after that built-in business, he's going to lose it to somebody else. How far do you think the built-in business is going to go? What should the appliance dealer's role be in the built-in business? How can he best prepare himself to get his share of this built-in business?

Mitchell I think the built-in business certainly has a wonderful future. We all recognize it today as something to realize that they're faced with it, and I think the dealers are beginning to realize that they're faced with it. And those dealers who take the initiative to form an organization for installing built-ins are the dealers that are going to get that type of business.

Armstrong Do you think that the average appliance dealer has the capacity, the knowhow, and the ability to handle built-in appliances?

Mitchell Well, I think the capacity and the ability and the knowhow are all available to him if he will take the step to form an organization that can do built-ins and can do modernization.

Corey There isn't one of our distributors that isn't willing and able to help them. Even so far as to going out and helping them dig up carpenters and plumbers, or work of that

type that they need. We're ready to do this job for the dealers through our distributors. I think built-ins are going to obsolete your standard makes or uprights.

Armstrong Do you think that eventually, then, most refrigerator installations, most freezer installations, most range installations, are all going to be built-in installations?

Corey I do. Because I believe the kitchen is going to change. It's going to be a different room in the house altogether than it has been in the past.

Armstrong And how fast, Mr. Corey, do you think this is going to come to pass?

Corey I wouldn't venture to say, but it's coming so fast that it's unbelievable. I think you can get a very good indication from the number of built-ins available on the market today as compared to a year ago.

Armstrong Well, let's take one example. So far there are two manufacturers who have announced a built-in refrigerator. And a third one is coming up. How long do you think it will be before the rest of the refrigerator manufacturers have built-in units?

Corey I think that 75% of them will show next year at the market.

Corey It's coming. They're going to obsolete women's thinking. They're going to make them think that this stuff they've got is no good; that they've got to have built-ins. Some of the most successful kitchen dealers I have seen are former contractors or subcontractors, usually a carpenter who had connections in plumbing, who decided to open a store. He was getting so many calls for kitchens, or kitchen modernization that he decided to open a store. He expanded into appliances.

Armstrong Then those fellows are

The Appliance Dealer's Role

Armstrong Let me ask you gentlemen a question. In whose hands does the future of the kitchen business lie? The builders? The kitchen specialist? The appliance dealers?

Gillespie Well, I think it lies with the builder. All of these new homes all over the United States have been designed with beautiful new kitchens, regardless of whether they're mine,

Mr. Mitchell's or Mr. Corey's. It will stimulate the remodeling program.

Armstrong Who's going to do this remodeling?

Gillespie Well, with the advertising program that all three of us have, and with color coming out in appliances, with built-in things, the answer is the appliance dealers. Because the ap-

pliance dealers kind of control our business, as far as color and design are concerned.

Armstrong Mr. Mitchell, have you got something to say on this?

Mitchell Well, if Mr. Gillespie will permit me, I'm going to disagree with him insofar as builders controlling the kitchen business. I think so long as we're in an era of building such as we have experienced, since, perhaps 1949, that some 50% or 60% of the new kitchens will be installed by the builder. However, it is only reasonable to assume that some day we're going to catch up with ourselves in this builder field, and certainly at that point the appliance dealer and the kitchen specialist will take over; the appliance dealer and the kitchen specialist will take over the reins and handle the majority of the kitchen

business. I think that perhaps the appliance dealer will get the lion's share. I think that if our programs are effective, and if we are to teach what we hope with this current do-it-yourself program, that the appliance dealer will be selling to the consumer who has learned something about how easy it is to install a kitchen. And that's my justification for saying that the appliance dealer will get the lion's share. However, there will always be the kitchen specialist there in the picture; he will be getting his share of the business too.

Johns I disagree with Mr. Gillespie, as far as the builder controlling the kitchen business is concerned. I think the appliance dealer, and of course, the kitchen specialist will get the biggest share. In fact, I'd go so far as to say 70% of it.

over a period of several years.

Corey And on this matter of matching colored cabinets to refrigerators, wouldn't you think perhaps, if we might all of us go into color and have that problem, we might be smart to go to contrast—sell contrast rather than try to match?

Armstrong You all seem to agree that color is here to stay. Is that a safe assumption?

Mitchell Yes, sir, we've got it. And the big boys are not willing to back up from it. We're going to retain it in the lines.

Armstrong I think we've agreed that color presents no inventory problem for the dealer. It is the distributor's problem,

Now, is the distributor going to be expected to stock complete assortments of the available colors in a given line, or is he supposed to stock only representative samples, and then when the dealer gets an order, the distributor forwards that order for the cabinets to the manufacturer?

Corey That is the way that Geneva, St. Charles and Jamestown are working at the present time. He may carry a sample door of each color, and they

send the order in, and it's anywhere from six weeks to three months when the kitchen comes back—it's painted as a unit. But the length of delivery time is the big drawback.

Gillespie Most of our dealers carry what we call a minimum, a set inventory, and they have to keep that inventory at that level at all times. It will work the same way with color. But we have not increased their inventories because of color.

Armstrong You introduced three colors, is that right?

Gillespie That's right.

Armstrong And up to this time, your distributors carried a line of white kitchens only. Now you've got white plus three colors, which makes four. Does that quadruple the distributor's inventory?

Gillespie No, sir, it does not. So much of it is white, so much of it is color; but still it's the same as he's always carried.

Armstrong Mr. Mitchell, what's your reaction to that?

Mitchell Well, not having a colored line, if I encountered a dealer who said "What am I going to do about this color situation?", I think I would

advise him to locate a good paint shop and offer his customers a choice of a complete range of color swatches, and say, "I'll give you any colored kitchen that you want for a slight additional fee. But first, let me show you the Pioneer line of wood and copper."

Armstrong Well, American offers to the consumer a line of white kitchen cabinets, a line of kitchen cabinets with birch doors, with the optional choice of copper trim.

Armstrong Now, I think that answers the question from the American Kitchens point of view. What about Mr. Johns?

Johns Well, as far as Tracy is concerned, we've thought about color for many years, we thought maybe we were a little too backward about color. We were dubious about coming out with six or seven or eight or ten colors, because what shade would the customer want? However, I think we've really got the answer—we can offer any color, any shade, any texture, any material that you would like to have.

Armstrong What about inventory?

Johns There is no inventory problem. None whatsoever. We will offer

to our distributors and dealers frosted glass, perforated hardboard, or solid masonite, with a cedar coat, and the consumer can paint it any color she wants. She can wallpaper one side, paint it on the other, reverse the doors. If she doesn't like the materials we have to offer, she doesn't have to take them. She can go out and buy striated plywood from the lumber company.

Armstrong Will the dealer do any of this work for the consumer, or is the work entirely up to her?

Johns It's a do-it-yourself program. Some of the dealers will probably be doing it for the customer.

Corey What would you do if you needed a 15 x 30 wall cabinet?

Johns This line of Picador blends in with the rest of our line. We're not obsoleting our white cabinets, we're with you.

We still feel that the white cabinet is not going to be obsolete. It's here to stay. But we are getting enough color in that kitchen with the Picador line, and there are seven cabinets that we have available that can be used as an inverted wall, or can be used as a regular wall, that will blend in with the regular line.

going to be pretty tough competition for the appliance dealer, aren't they?

Corey The appliance dealer had better get ready right now. He's got the chance while most of these boys are out building new homes—he's got the chance to start to build up an organization.

Armstrong And do you think that the appliance dealer can build up an organization and that he can be successful?

Corey He definitely can.

Mitchell Once the appliance dealer has been forced into built-ins, which undoubtedly is going to happen, he will have automatically created or built the necessary organization to naturally take over the steel kitchen organization. Then he'll be in a position much better than he is today, and he'll have the electrician, the carpenter, the flooring help, the plasterer—he'll have everybody he needs. And he

will certainly, then, be a natural to make kitchen installations, and that big bugaboo will have been eliminated. I think today's appliance dealer would be wise to get into that end of the steel kitchen business now so he'll be ready to cope with the built-ins.

Corey I'm making a prediction that has no basis on fact, but I would say that a year from now, most of your homes going in at \$12,000 or better are going to have built-ins. I think the builders are facing it.

Armstrong Do all of you agree with Mr. Corey that this built-in appliance business is going to go a lot farther than most people currently visualize? And a lot faster? Do you agree with Mr. Corey that by the next markets, next January, 75% of the refrigerator manufacturers will have built-in models?

Johns Absolutely.

Gillespie Absolutely.

Mitchell I wouldn't care to hang on that figure . . .

Corey That's an arbitrary figure . . .

Mitchell But I think we will see some additional movement in that direction.

Armstrong How about you?

Johns Absolutely. I don't think that the appliance dealer is being forced at all. I think he wants it. He wants to know how to do it, though, and I think we're the people that can help him if he'll come to us. And I'm sure he will. The appliance business belongs to the appliance dealer, and this is going to make more sales for him. Sales were stagnant for two or three years; refrigeration sales are saturated, and here's a new trend.

Corey Here's another thing it brings up, too. Do you realize this is going to do away with almost all your discount houses, as far as appliances go? They cannot meet the built-in thing, because they're not going to be

equipped with the people necessary to do that type of job. We're getting more inquiries at the present time on built-ins from builders. I would say we're getting twenty times what we did a year ago.

Mitchell The builder situation doesn't seem, to me, at least, to be competitive enough at this point. Builders are moving the houses that they build. It isn't competitive enough yet that the builder has to build in these added deluxe features to make his home sell. Now, once that situation arrives, then I think you'll see the built-ins come up fast.

Gillespie Well, the builders I have dealt with have wanted something different in their housing. A lot of them want built-in equipment. The majority would like to have built-in equipment in their kitchens, to have something a little different than the ordinary builder.

Armstrong Well, what percent of kitchens go into new homes in the overall kitchen business? Doesn't the builder take the lion's share of the entire kitchen business?

Johns In new construction, yes. But there is a bigger market in remodeling than there is new construction. Of course, there's a growing America and the trend to three and four children—I've got four children myself—and I'm going to buy a new home, or an old home and remodel it. Of course, the fact that people are making more money and the budget is a little larger means there'll be larger kitchens and the remodeler is going to get it. And I'm sure that the appliance dealer is going to be the remodeler.

Mitchell Mr. Johns, can I inject a thought right here? I think we're all in agreement that perhaps 75-80%

of the new home construction is done by the small builder, who builds perhaps from 1 to 15 homes a year. I believe the dealer is overlooking a tremendous opportunity in not seeking that business. The combined force of the dealer working with the small builder could certainly secure a lot of business he is not getting today.

Johns If he is specialized, or if he will specialize and take care of the installation—which is something the builder does not like to take care of—that service alone will help sell the small builder. I mean the builder of one, two, up to ten units a year. That's a tremendous business, and price is not a factor with the builder who builds from two to 10 homes. He wants service and cooperation. And I think that if the dealers of America will lend an ear to that and really go after it, I am

sure they can get their share of the builder business. But as far as 100 or more, why that's a dog-eat-dog proposition; I wouldn't even touch it.

Armstrong A few minutes ago, some of you spoke about installation as the bugaboo which frightens most dealers.

Johns It only frightens them, if I might answer that, because they don't know enough about it. That's the only reason. And we certainly could help them if they would come to us and let us train them in the proper way. Many of the dealers have tried to get into the kitchen business in the wrong way. They've started with packaged sinks, and along came a customer and asked for a couple of base cabinets and a couple of wall cabinets, and they encountered difficulties in installing because they didn't take the time to come to the training schools. If they'll

only get out of that seat and come into our training schools, we'll all profit by it.

Armstrong Well, isn't it true that one of the things that frightens the dealer with respect to installation is obtaining the labor to do it—whether he does it through his own employees or whether he subcontracts it? He's afraid he's going to get into problems there that are going to make more headaches than the business is worth. Has anybody got an answer to that?

Johns Is it a problem to install a dishwasher, a water heater, or a dryer?

Armstrong Yes.

Johns Well, he has to sell those products. And it's certainly a lot easier to install cabinets and sinks. In fact, we're in a tremendous do-it-yourself program right now. It's a trend, (Continued on page 174)

RELATED PRODUCTS

Mean Extra Sales



Without an exhaust fan, paint, wallpaper or tile a kitchen isn't complete



Neither is a kitchen sale—which opens up another profit opportunity



Here are some of the new materials—how they work, what they offer the dealer

WHEN the American housewife of fifty years ago became interested in making her kitchen a thing of beauty she had little to turn to besides a can of stove blacking, a bucket of home made soap prepared from lye and ashes, and vast amounts of elbow grease. Her kitchen, in 1900, was one of high ceilings, ponderous cast iron stoves, molding and cabinets which ran heavily towards time darkened hardwoods, and aside from an occasional bit of linoleum on the floor, and a calendar from the local general store she followed her daily routine in an atmosphere which did little to brighten her life.

But times have changed and so has the American kitchen. Products and colors undreamed of in earlier days are available to the modern woman, and with the aid of the massive postwar "do-it-yourself" trend she finds application of many of these new materials a simple operation. Paint manufacturers have contributed their bit with shell hard finishes whose base makes

them impervious to the attacks of grease fumes and dirt, and which can be cleaned with the swipe of a damp rag. Wooden cabinets remain, but both they and their steel counterparts have tops covered with such plastic laminates as Formica, Textolite or Micarta, and our housewife treads on such diverse floorings as rubber or vinyl tiles, or many hued linoleums. Her walls are covered in part with tiles of plastic, ceramic or aluminum, and in an age of plastics even the wall paper may be of that origin, or have a surface finish which enables an ease of cleaning. Those surfaces which need protection have been provided for with miracle waxes which need no buffing, and the appliances she uses are available in finishes ranging from satiny metallic tones to cherry red.

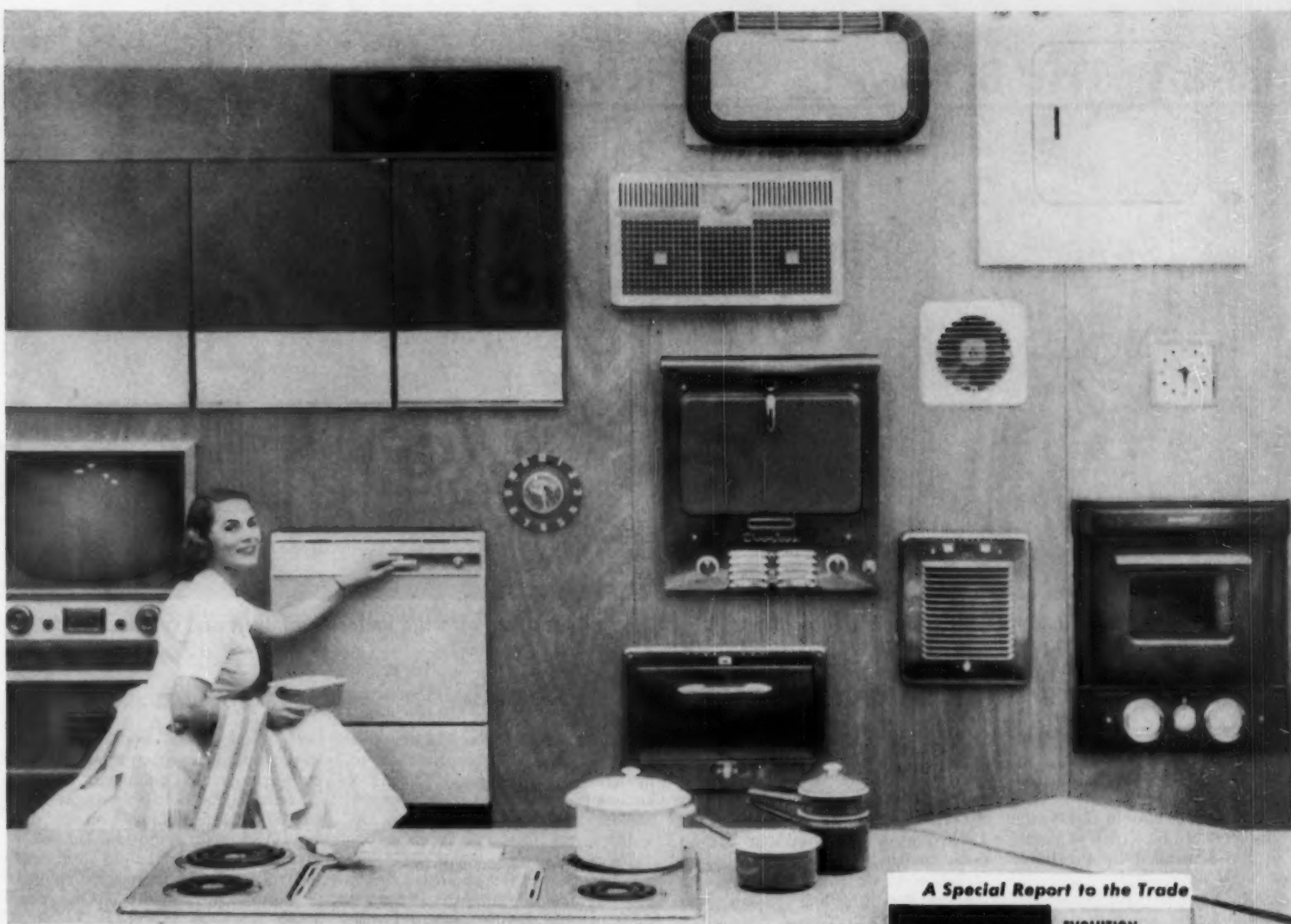
It's a world of color that today's homemaker works in, and the products of American industry which are listed and described here represent the cause and effect of an ever expanding trend towards kitchen centers

which revive in some respects their earlier position as a center of family life. Some of these products adapt easily to the appliance dealer's shelves; others are not so easily integrated into the channels of sideline profits; but all lend themselves to certain phases of modern kitchen remodeling trends.



KITCHEN VENTILATING FANS

Ask any housewife, and she'll tell you that a kitchen ventilating fan is one of the most important and essential of all the auxiliary appliances designed for use in the modern kitchen center, for the preparation of the family meal carries with it a constant
(Continued on page 182)



The growth of public interest in built-ins, illustrated by this picture to which *Look* magazine devoted two pages in an early 1955 issue, may indicate a tremendous consumer demand—which poses an important question to the trade . . .

A Special Report to the Trade

Selling
Kitchens

EVOLUTION
INSTALLATION
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Who's Going to Sell All the Built-Ins?

Of all the face-liftings that have altered the looks and usefulness of the American kitchen, the trend toward built-in equipment is probably the most sweeping. Its importance—to manufacturers, distributors and dealers—is enormous.

Among the three, appliance dealers may very well have the biggest stake. Manufacturers are bound to be in the built-in business and distributors are too—at least as long as manufacturers use them to market their products.

But the appliance dealer has a choice. He must answer to his

own satisfaction the basic question: "Should I be in the built-in kitchen business at all"? Obviously, he will sell built-ins only if such selling is profitable to him. It is up to the manufacturer to plan the marketing of built-ins so that the dealer will make a profit, but his job doesn't stop there. Manufacturers must work with dealers closely and personally to help them overcome whatever hurdles may stand in their way.

Are Built-Ins Here to Stay?

Yes, they probably are and, al-

though their use and general appearance may change from time to time, the basic idea of appliances integrated with kitchen architecture is unlikely to change for many years.

Built-ins will acquire more importance in selling and planning modern kitchens as their popularity grows. Manufacturers are aware of this and will make greater quantities and models of built-ins this year than ever before.

From those manufacturers now in production on built-ins, estimates of units to be produced this year vary

widely. Some think their built-ins will account for as little as four or five percent of total production. Others estimate as high as 15 to 18 percent. But all of them think that the volume will grow in coming years.

Manufacturers who don't yet make built-in units admit freely that they will be in the business before the year is out.

There are currently at least 14 manufacturers making built-in electric ovens and ranges. Several important companies offer built-in refrigerators and freezers or combination units.

Built-Ins: THE BOOM IS GATHERING SPEED



The trend to built-in appliances started logically . . .



picked up speed with the inclusion of oven and surface units . . .

There are, of course, a number of garbage disposers and dishwashers on the market. Built-in automatic washers and dryers are offered in increasing brands and models and, in reality, the built-in theme can be carried to almost any degree demanded by the home owner.

How Practical Are Built-Ins?

Most of the equipment offered today is practical and functional. It becomes practical when it is brought down from the realm of "Dream Kitchens" to the level of mass availability.

Cornell University's department of home economics differentiates sharply between "model" kitchens and "successful" kitchens. The model kitchen, says Cornell, "is something that every homemaker longs for but few can have because of the cost; so the model kitchen stays in the magazine while the homemaker stays in the dreary, inconvenient kitchen which chance has provided.

"Some homemakers, however, are seeing beyond the model kitchen and are gaining a vision of a living, cheerful kitchen in which the family is more than fed, where it is warmed and heartened and held together."

That's a pretty good description of the kitchen in Grandma's day and it's the market that appliance dealers are selling into today. Let's see what he has—and needs—to sell that market.

The Built-In Kitchen Specialist

Although no figures are available, it seems safe to assume that relatively few appliance dealers sell complete built-in kitchens. Of course, many dealers occasionally install units, but not many dealers consider themselves kitchen specialists and rate this work

high in importance to their own operation. Why is this?

Any number of reasons are offered but the one most frequently heard is that the average dealer is afraid of kitchen work. He thinks he doesn't know enough about estimating and installation to do the job well, so he concentrates on selling standard floor model appliances and leaves the built-in kitchen work to others.

Most manufacturers think this is wrong. Appliance, cabinet and counter top manufacturers usually will go a long way to help the dealer learn what he needs to know.

Some manufacturers offer training schools at their factories. Others have their distributors or factory branches conduct schools. Many have roving representatives and home economists who will work with dealers at their request even to the extent of going out on actual jobs to assist in the planning.

However, much more training and schooling is needed. Some manufacturers expect to expand such activities this year but they seem to take a "watch and wait" attitude until they get a better idea of what is needed and how great the demand will be.

Crosley and Bendix recently ordered miniature kitchen sales kits from a Chicago firm and Hotpoint had much the same thing a few years ago. The kit contains miniature appliances, cabinets, counter tops and movable walls and panels to demonstrate any number of different arrangements.

It all boils down to this: If a dealer really wants to get in the kitchen business, he'll find plenty of cooperation from one or another manufacturer. They want to sell built-ins.

Another reason frequently given is that competition from builders leaves the appliance dealer out in the cold.

One answer is to ignore the new construction market; concentrate on remodeling. (Last year, 60 percent of kitchen equipment went into remodeling and the trend is continuing upward).

True, there were about 1,215,000 housing starts in this country last year and the building industry estimates there may be slightly more this year. But there are many millions of homes which now have out-dated, obsolete kitchens.

The situation varies from one locality to another, according to the amount of new construction. One dealer in Kenosha, Wisconsin, who has been hurt by the builders takes another approach.

He uses the logic of "if you can't

beat 'em, join 'em" and plans to go in the building business himself. He'll put completely equipped built-in kitchens in the houses he builds and take as trade-ins the home owners' old appliances. He figures he can offer \$1,000 or more for the old appliances and this money can then be applied to the down payment on the new house.

Still another oft-heard argument is that in selling built-in kitchens, the dealer has to step out of the realm of selling and merchandising appliances and into the contracting business. This may be true but it's not necessarily a handicap.

To be a kitchen specialist, the dealer does not need an elaborate lay-
(Continued on page 178)

KITCHEN OF THE FUTURE?

Unlike kitchens of today, the some-day kitchen represented on this page by the artist's drawing doesn't make its function obvious.

As explained by designer Sandin of Hotpoint who created it, this dream kitchen includes an electronic quadrant oven (on the left) which can cook four different foods at the same time and at variable temperatures. The ovens have two-way see-through doors which become transparent only when an interior light is on.

The counter top holds invisible hot plates which are identified by a change of color when heat is on and a cold plate to keep salads cool. The kitchen also has a built-in rotisserie. Oven linings are throw-away aluminum sheets.

The garbage disposer, incorporating an automatic cooking fat and grease dispenser, is built in to the dishwasher so the user can put his food-covered plates right into the machine without scraping.

Pots and pans will be washed and polished electronically, eliminating the kitchen's dirtiest job. Paper waste will be consumed by a built-in incinerator and the ashes washed down the drain.

A combination refrigerator-freezer, with see-through doors like the oven, will include an ice-maker, beverage dispenser and medicine refrigerator.

Dreamiest dream of all: a one-unit laundry that washes, dries and irons clothes automatically, making use of automatic fingers similar to those found on packaging machines.



more recently spread to freezers and refrigerators . . .

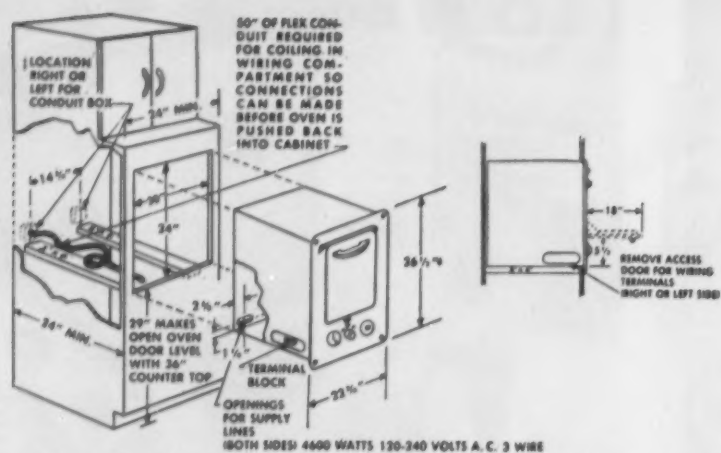


until today it includes nearly everything in the kitchen . . .

. . . and eventually may develop to a point where the kitchen is one big built-in.



An Oven Unit Goes in Like This



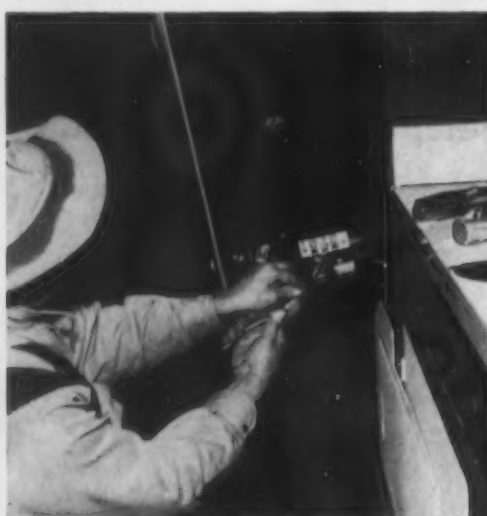
1 Complete installation instructions furnished by the manufacturer give all the necessary dimensions for the oven recess, specifies 3-wire circuit from a 25 amp. double pole circuit breaker or fused panel board.



2 Plywood recess for oven is placed against the wall and feeder circuit is in proper position for right-hand access to oven, not over 1 1/2" above bottom of recess or more than 2 5/8" from side wall.



3 Fifty inches of cable is necessary within the recess so that when the electricians lift up the oven they will have enough cable to make connections to terminal block in wiring space before the oven is pushed back into its recess.



4 Terminal block, which can be moved to either right or left hand side of oven because brackets and access plates are provided on both sides, makes connections a simple job. Cable can be BX, flexible metallic or non-metallic.



5 Four chrome wood screws pull the oven facing up tight against a rubber gasket, forming a tight seal and holding the oven firmly in place. Extra length of feeder cable has coiled up on itself as oven was pushed into recess.

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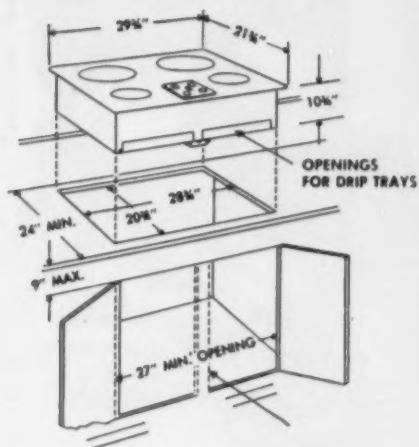
Installing a Built-In Range Is Easier Than You Think

Manufacturers say some dealers shy away from built-ins because they are afraid of installation. But it need not be a problem, even though it looks complicated, because: (1) more and manufacturers of kitchen cabinets are making units tailored to take ovens and surface units and (2) in custom jobs competent mechanics only have to follow directions to make rough-in openings for

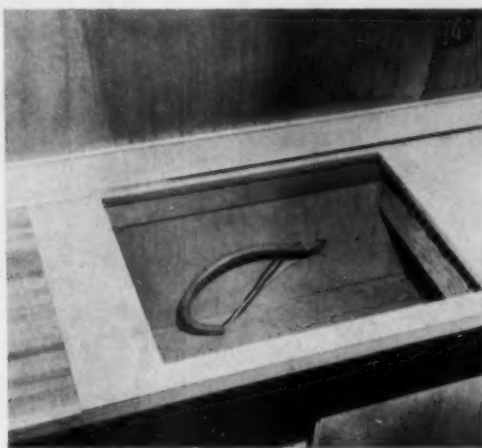
the units—a problem with which the appliance dealer doesn't have to concern himself.

The pictures on these pages, showing how Thermador units were installed on actual jobs, are evidence that if an appliance dealer can hook up a free-standing range or water heater his subcontractors or his own installation crews can install a built-in range.

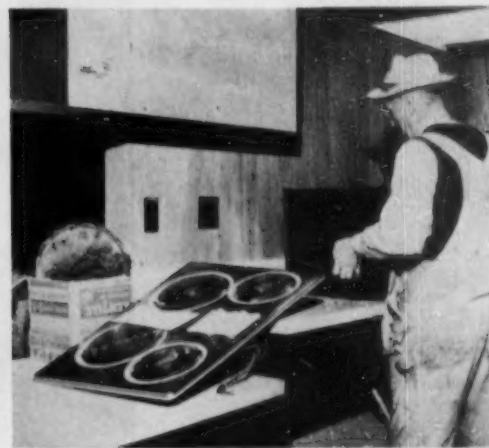
Surface Units Just Drop Into Place



1 Directions for each type of surface unit made by the manufacturer give mechanics all necessary information in easy to understand diagrams. This one is for Thermador four burner surface unit.



2 Before installation the formica counter top has been cut out to take surface unit and a three-wire cable at least 20" long has been brought through the wall at a point at least 12" below counter level.



3 First to go in is the rough-in box, which hangs on the edges of the opening. Drip trays and terminal box are part of it and must be kept facing front to permit removal of drip trays under counter.



4 The cooking top is rested on its back edge while the three feeder wires are fed into a vertical nipple leading to the terminal box. Wires slide through the nipple as top is lowered into position on top of rough-in box.

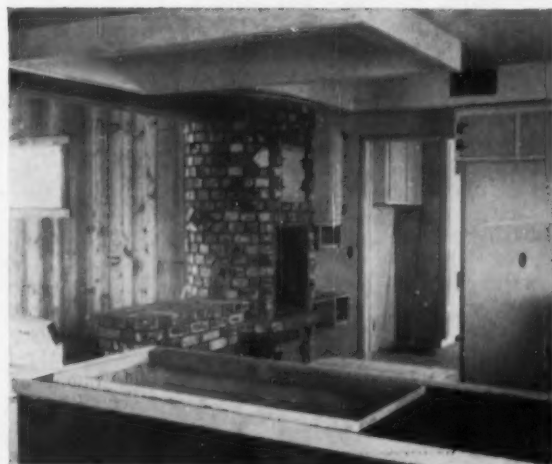


5 Like the oven, surface unit is held in place with four bolts which pull it tight against a rubber gasket which seals unit all around. With top down feeder wires protrude through terminal box enough to permit splicing.

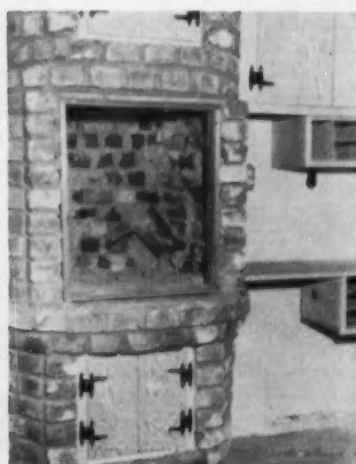


6 Final step includes cutting of conduit to correct length, fitting it with box connector and attaching it to box. Six-inch lengths of feeder wires and cooking unit wires are spliced and taped. Box is covered and installation is complete.

A Custom Installation Is Based on the Same Principles



1 In this kitchen in Covina, Calif., J. L. Montgomery of Jack Williams Appliance Co. used brick column for an oven, an island counter for surface units.



2 Three wire cable for oven was brought up into oven space through a rigid conduit.



3 Because tile covered counter for surface units is an island, cable comes up through bottom. Opening is sized to take large surface unit with griddle.

End

THERE IS A PLACE for the appliance dealer in the builder picture, says George Kaye, left, Fresno retailer who sold 500 complete kitchens in 1954, and already has 1,500 scheduled for 1955.

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**Selling
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**EVOLUTION
INSTALLATION
DESIGN
FINANCING
COLOR
BUILT-INS**



Selling The Builder Is Tough, But...

... It's a fast growing market and can be a lucrative one—if you know how to plan a kitchen and if you concentrate on the right kind of builder

AMERICAN builders will construct 1,200,000 homes in 1955—possibly 1,500,000 if the present pace is sustained all year. Of these million and a half homes, some five to 20 percent will have appliances in them, placed there by the builder.

This means that on a popular item like refrigerators, some 200,000 units (\$61,000,000 worth) will be sold by builders—not by appliance dealers. And that's only one appliance.

According to the experts, this trend towards builder-installed appliances is going to grow even more. Several things are feeding this move. For one, the building business is hitting record strides. December 1954 construction was up 90 percent from the same month in 1953, and some economists see this boom continuing through 1957 when World War II G-I loan rights expire.

Not only are more homes being built, but more of the homes that are

being constructed are equipped with appliances. Package mortgages, which allow appliances to be included in the total financing, have done much to spur this trend.

Another important factor, according to Arthur Goldman, market research director for *House & Home* magazine, is that building competition will get increasingly tough between now and 1960. And as the market stiffens, builders will add more and more inducements to buy new homes—inducements like complete kitchens. Goldman concludes, "In five years, complete kitchens will be as common as complete bathrooms."

For this reason, appliance dealers who can read the handwriting on the kitchen wall are giving serious thought to the question, "How can we sell the builder?"

It Isn't Easy

Many dealers have tried to sell

builders once and have been eternally discouraged from ever making the attempt again. The competition from the dealer's own distributor, and often from the manufacturer, usually slashes any profit possibilities out of builder sales.

However, in *ELECTRICAL MERCHANDISING's* survey of 1000 dealers, among those who replied that they had complete kitchen services, 25.5 percent said they were able to sell kitchens direct to builders. Of this 25.5 percent, 42.3 percent do less than 10 percent of their dollar volume with builders. On the other hand, a few dealers sell up to 80 percent of their kitchens to builders, and the average is 22.6 percent.

There also seems to be a growing trend among distributors and manufacturers to put selected, competent kitchen dealers into the builder picture. The dealer gets a profit—usually smaller than his normal margin—and

the manufacturer-distributor gets local sales and service for builder sales. A quick survey of manufacturers reveals that the number of producers with such a formal plan is still small, however.

The dealer, of course, has the best chance of cracking the builder market in non-metropolitan areas with the small builder who puts up less than four or five units a year. Building expert Goldman thinks that even builders who construct up to 50 units a year are willing to deal with appliance retailers if the dealers aggressively seek the business. (This still encompasses a fairly rich market since, according to the most recent Department of Labor study on the subject, 91 percent of the professional builders put up less than 10 units a year.)

The construction company that puts up several hundred units a year usually isn't the dealer's customer. As a matter of fact, one appliance pro-

Here's How One Dealer Does It



DISCOVERING A BUILDER who plans to build a tract of 160 homes, dealer Kaye makes the first contact. After getting a qualified lead he calls in Adrian Greenberg, distributor California Electric Supply's kitchen specialist.



DISTRIBUTOR SPECIALIST Greenberg, left, flies down from San Francisco with kitchen plans, a competitive bid, and a sales pitch to the builders on the quality of the kitchens and the value of having Kaye to work with locally.



DISTRIBUTOR MAKES contact with the builder, assumes responsibility, ships from warehouse. But dealer Kaye, who has been cut in on the sale, takes over as local contact man and trouble shooter as these homes go up.



PROBLEMS AS THE kitchens are installed can be met quickly by dealer Kaye locally—rather than being referred to a remote manufacturer's agent. Kaye also briefs the builder's salesmen on Crosley sales features.

ducer admitted, "Even a manufacturer can't make money selling some of these big builders. Producers actually sell below their own cost just for the prestige of being in some of these developments."

Planning And Showing

The key to dealer sales, according to Gerry Macari, General Electric kitchen planning expert, is planning and showing.

"The dealer has to know how to plan a kitchen," Macari said. If the retailer can do this well, he's an important part of the builder team—and he'll sell his appliances.

Secondly, Macari suggests, the dealer should use his own showroom as the builder's showroom. The small builder particularly can't afford to put up several model homes to show what is available in modern kitchens. The alert dealer can do this for the builder—and build store traffic as well.

General Electric is experimenting

with a system of builder-dealers, appliance retailers who have shown aggressive interest in kitchen remodeling and planning. These dealers get special training and financial incentives.

Another example of developing builder business through appliance-kitchen dealers was found in the northern California Crosley-Bendix distributor, California Electric Supply Co. With one of the nation's top kitchen specialists, Adrian Greenberg, in charge of builder sales, CESCO has set up selected Crosley dealers throughout its territory to handle sales to attract home builders.

On this page is the photo story of one CESCO dealer, George Kaye of Fresno. With 500 complete kitchens sold in 1954 and 1,500 planned for 1955, dealer Kaye is obviously deep in the builder business—deeper than most dealers will ever go.

But his story is an example of how one dealer has successfully attacked a tough but important, market.



ADDITIONAL CABINETS are sold to more than half the people who buy the homes. Original equipment nets Kaye \$10 per kitchen, but additional sales are at full 40 percent profit—and dealer Kaye is established as the source of future appliances.

End

	ADVERTISING	DESIGNING	SELLING	INSTALLING
PLUMBER	Only a few advertise. Most contact regular service customers.	Usually lacks trained kitchen planner, builds layout around sink.	Head of firm does poor sales job, but does well in kitchen business if he hires a salesman. Most plumbers don't.	Does quality installation at low cost with mostly own crew.
FLOORING CONTRACTOR	Those in kitchen business run ads regularly and get prospects through flooring business.	Usually lacks specially trained planner, but does practical layout.	Head of firm does fair selling job.	Does good job with own crew and some subcontractors.
LUMBER DEALER	Firms which install as well as sell kitchens run good ads.	Those who install do good job of layout because of construction experience.	Lumber firm which employs trained salesmen is the exception.	Does good job with mostly own crew.
KITCHEN SPECIALIST	Possibly the most alert advertiser of all, since this is source of all new business.	Designs best, most elaborate kitchens.	Uses professional sales methods and every type of aid and display. Does good selling job.	Does excellent job, but usually has high costs.
(This type has many advantages, but must solve stability problems.)				
APPLIANCE DEALER	Has most experience in bringing in prospects via ads, promotions, direct mail, etc.	This is salesman's weakest point, but teamwork with department head or foreman can help.	Has most practice in converting prospects into sales. Trained men do excellent job.	Installation is tough cost headache unless dealer has set up regular subcontractors.

How Good is Your Competition?

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Once the kitchen remodeling business catches fire no one type of merchant is going to have any monopoly and already there are several different types of dealers competing for a share, as the chart above shows

How does the appliance dealer compare? Added up, his advantages probably exceed those of any other dealer, but he's going to have plenty of strong competition. To take advantage of his own strength and competition's weaknesses he has to know, first, what they are and, second, how to put them to work. So, here's an analysis of the kitchen selling assets and liabilities of five types of dealers

Selling Kitchens

How Good
Is the
PLUMBER?

Regular customer contact and experience with installations are the plumbing contractor's chief advantages. The typical plumber has a minimum display, does little advertising, handles sales himself and supervises installations. His low sales costs tend to bring him a good profit on the jobs he does, but without aggressive merchandising he rarely sells more than 15 or 20 complete kitchens per year. He sells a job "when someone asks for it."

A smaller number of plumbers aggressively use their contacts with home-owners to trade up from sink or dishwasher sales to complete kitchens. This type of firm usually has a fairly good display, but the owner still does the selling and job coordination. He may sell as many as 40 jobs a year, at \$600 to \$1,200 each.

A very small proportion of plumbers are "in the kitchen business with both feet." These are usually the large, diversified plumbing-appliance merchants who possess merchandising and technical skills. Such a firm usually has two or three complete kitchen displays in an attractive showroom, has a full-time kitchen planner who designs, estimates and sells complete jobs, and may have other men selling kitchens part- or full-time. This firm usually handles carpentry, wiring, plastering, floor covering and other crafts in addition to making the usual plumber's sale of cabinets, sink, counter, dishwasher and disposer. This firm may sell from 50 to 150 or more kitchens per year at \$750 to \$2,000 each.

One giant of this type is the John G. Webster Co. of Washington, D. C., which has several full-time kitchen salesmen and trained installation crews doing nothing but complete kitchens. More typical, however, is a firm like C. J. Erickson Plumbing Co. of Chicago.

Erickson has made a success of the kitchen business by putting it in the hands of one man, Clifford Carlson, and giving him full responsibility. Carlson sells kitchen and bathroom remodeling from a special showroom. Carlson attracts prospects through ads in neighborhood papers; offers the complete kitchen as a package deal on finance terms; sells it with photos, excellent store demonstrations and a good sketch of the prospective job; then supervises the Erickson crew that handles the installation and coordinates their work with the occasionally necessary subcontractor.

Selling Kitchens

How Good
Is the
FLOORING
CONTRACTOR?

Although only a limited number of floor covering firms are in the kitchen

business, they are fairly aggressive merchants and well qualified on installation.

The typical flooring contractor gets the bulk of his kitchen business by offering to do the flooring, remodeling and cabinet installations as a package deal. He has a certain number of prospects responding to his ads on complete kitchens. Many more of his sales are developed by offering the whole job to a customer who has contacted him to put in flooring and wall tile as part of a kitchen job on which there is no prime contractor. The floor firm in most cases subcontracts for plumbing and wiring, but does the rest of the job with its own mechanics.

Within the flooring field, however, methods vary somewhat with local conditions. In Joliet, Ill., for example, Ludden Floors goes after kitchen sales with good store display, church and club demonstrations, home show booths, billboards and newspaper ads. Yet Ludden sells about 30 kitchens a year, in many cases by asking home-owners, "Have you bought your cabinets?" when making flooring estimates.

In Cleveland, a much larger market, Schultz & Werner sells 50 kitchens a year with a merchandising program consisting mainly of one phone book ad. Miniature cabinet models sell jobs without the aid of store displays or drawing-board layouts. A top quality installation done entirely by the firm's own mechanics brings the recommendations that account for most Schultz & Werner sales. The owners do the selling in the evening at prospects' homes, so selling costs and prices are kept moderate.

Selling Kitchens

How Good
Is the
LUMBER
DEALER?

The typical lumber firm sells kitchen cabinets and occasionally appliances to builders, contractors and home-owners. This sale of materials is usually made along with other building supplies, without installation. Price is the main factor and little merchandising is involved.

Many building supply firms, however, do sell complete kitchen modernizations and handle the whole job under one contract, although they may sublet the plumbing and wiring. The lumber dealer of this type usually has plenty of merchandising experience selling paints, hardware, power tools and often appliances and plumbing fixtures. But the lack of aggressive, well-trained, well-paid salesmen usually prevents the lumber dealer from developing much kitchen volume.

One firm that has overcome this obstacle and has become an important factor in its area is Merritt Lumber Yards, a chain in eastern Pennsylvania. A typical branch, Merritt Lumber Co. of Allentown, sells more than 100 complete kitchens a year.

In this case a salesman-planner

trained by the company, Josef Karner, heads the kitchen operation and until recently did much of the selling himself. Regular newspaper ads, often illustrating Allentown housewives in their new Merritt kitchens, attract prospects to the downtown showroom. There a young lady greets them and gives a tour through five complete kitchen displays. A salesman takes over for the home visit, planning and selling. Then a versatile foreman handles supervision on the job, leaving the sales staff free for more prospects.

Experience with low-cost FHA home improvement loans helps Merritt, and others in the building trades, to close kitchen deals with a "so-much-per-month" price offer. Surprisingly, though, this firm and many others selling moderate-priced kitchens in volume report that more than half their customers pay cash.

Selling Kitchens

How Good
Is the
KITCHEN
SPECIALIST?

The firm which devotes its full efforts to the kitchen business usually has developed the most advanced techniques for selling and installing. The kitchen specialist sells 50 to several hundred per year of the more elaborate kitchens, costing from \$1,000 to \$2,500. This type of firm usually runs good advertising or store promotions to find prospects, then sells them with an excellent layout, a store demonstration, and a promise of the best job possible. An owner-planner-salesman does much or all of the selling, and a supervisor-foreman sees that promises are kept in the installation.

The very fact of specialization, however, creates problems for the specialist. He has no regular customer contacts and no minor items like a floor or sink from which to trade up. His mechanics work on kitchen jobs only and the fact that the firm can sell ten jobs one month and three the next makes the labor unstable. If the specialist attempts to do most of the job himself—as most prefer to do—he carries the overhead of carpentry shop, plumbing shop, counter fabrication facilities, etc. He must develop a substantial volume to make this pay, and the volume must be steady if it is to be profitable.

One specialist who has worked out a satisfactory approach to the stability problem is Salvatore Massimino of Kingsway Custom Kitchens in Paramus, N. J. Massimino relies on a big highway showroom to bring in a great many prospects. Then, instead of devoting a great deal of time to individual prospects, he shows people through displays, asks them to return with hand sketches of their kitchens, and plans layouts and estimates on a while-you-wait basis. He sells only a small percentage of prospects but jobs flow evenly and this helps to lend stability even to a moderate-sized operation such as his own.

Selling Kitchens

How Good
Is the
APPLIANCE
DEALER?

While they have definite advantages in merchandising, only those appliance dealers who have provided adequately for design, estimating and installation are finding volume and profits in the kitchen business.

Some dealers have their regular salesmen planning and selling kitchens after a certain amount of training from a distributor. They consult with installation foremen on layouts and estimates, and often successfully use cabinet models and photos instead of drawings in selling jobs.

Other dealers have found that a trained salesman-planner-supervisor is worth his high salary or commission once the firm is doing 50 or more kitchens a year. This man usually takes charge of planning ads, handling all prospects, arranging for subcontracted work and even training other personnel. Sometimes this man handles prospects on a teamwork basis with other salesmen who have gained customers' confidence through previous appliance sales.

In some cases the dealer becomes the kitchen department head himself. This has been done successfully by Dave Berger of Berger Bros. in Wilmington, Del. A separate store, Berger Bros. Kitchen Center, serves as a headquarters for the kitchen business, and it sells ranges and refrigerators as well as complete jobs. The appliance dealer's usual advertising program brings prospects, and trained salesmen plan and sell jobs.

Berger has solved the installation problem by leaving it largely to subcontractors, although his own men handle the cabinet hanging. To keep costs in line and estimates accurate, each subcontractor is checked for his price in advance when there is some doubt about labor time or materials costs. By working with a limited group of reliable subcontractors time after time, Berger maintains quality jobs.

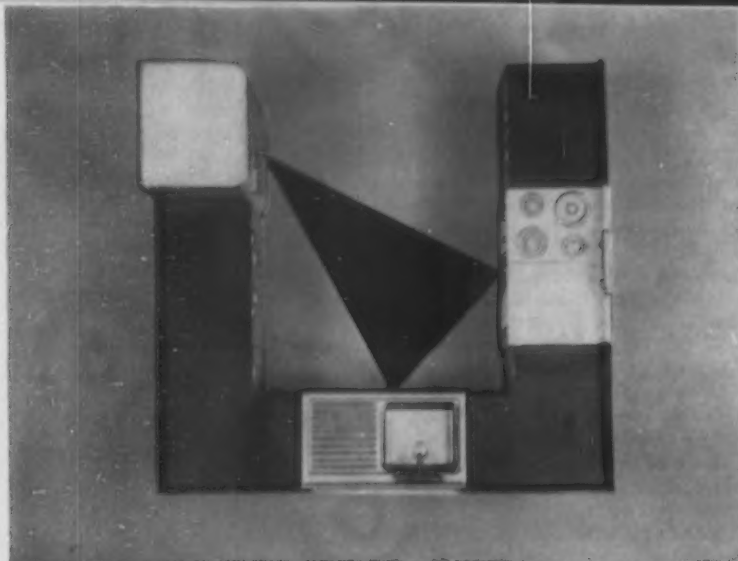
Selling Kitchens

How Good
Are the
OTHERS?

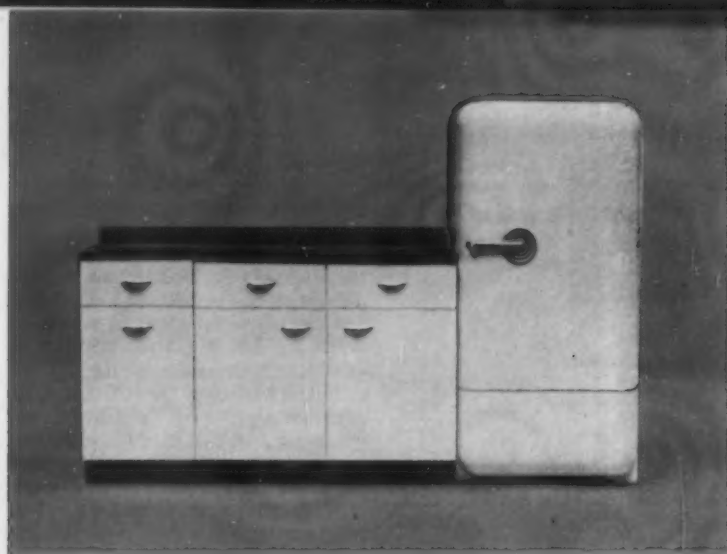
Although the above five types of firms are most common, they do not make up the entire field. Some furniture stores, department stores, home improvement firms, electrical contractors, hardware merchants, and others are in the packaged kitchen business with one or both feet.

Most of these firms have some advantages in the way of customer contacts or installation experience that help them develop limited volume.

Only the firm that is willing to devote full attention to the problems of each phase—advertising, designing, selling, installing—can hope to develop real volume and profits in the business. End



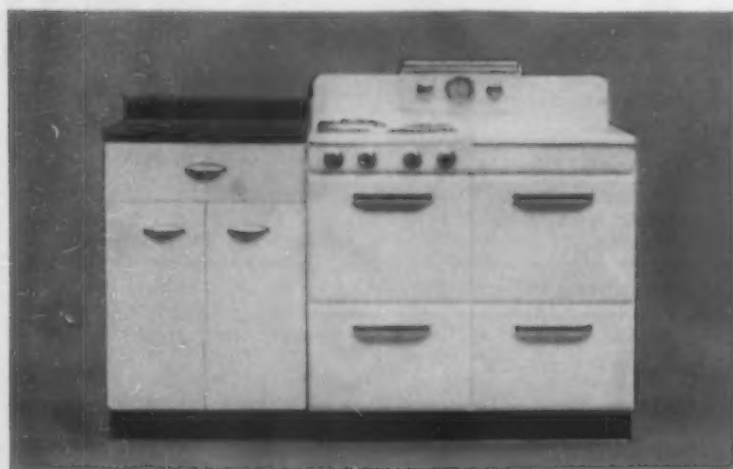
WORK TRIANGLE. To provide maximum efficiency and convenience in today's kitchen, the distance between the three basic work centers or appliances should be held within certain minimum and maximum figures. It is recommended that distances be as follows: refrigerator to range not less than 4 or more than 9 feet; refrigerator to sink not less than 4 or more than 7 feet; sink to range not less than 4 or more than 6 feet. This yardstick of "stepping" distance applies to both "bent" (L and U) and "broken" (two wall) kitchen layouts.



FOOD STORAGE AND PREPARATION CENTER. This first basic work center consists of the refrigerator and its adjacent work space. Able to handle anything from a single food to a complete meal, the counter space is located to the left of the right-hand door refrigerator for easy loading and unloading (reverse for left-hand door). The ideal planning provides a continuous work counter from refrigerator to sink, as preparation usually requires the use of water. The recommended minimum, wherever possible, should have 5 continuous feet of counter space.



CLEANING AND DISHWASHING CENTER. This work center is planned around the sink (or dishwasher sink). Since water is used in both food preparation and cooking, the sink center should always be located between the two basic work centers (refrigerator and range). The work counter needed in the cleaning-up process should be included on both sides of the sink. A basic minimum of 4 feet is recommended wherever possible. When the sink is separated from other centers, it is suggested that a minimum of 2½ feet be used on each side of the unit.



COOKING AND SERVING CENTER. The range, with storage space in the appliance itself, the adjoining counter and the overhead or wall cabinets, forms the work center of the final or third group. The best arrangement is to split the counter space on each side of the range (model shown has the suggested 2 foot minimum on left only). Ideal location for the cooking center is near the dining area for easier serving and saving of steps. Built-ins vary this somewhat, but fundamentally are treated the same.

A Special Report to the Trade

Selling
Kitchens

EVOLUTION
INSTALLATION
DESIGN
FINANCING
COLOR
BUILT-INS

Basic Kitchen Design

GOOD kitchen design is the logical arrangement of three basic work centers in a comfortable manner for greater convenience and useability. If you, the dealer, can learn to think in terms of these fundamentals, kitchen planning need not be complex.

Three basic work centers (see pictures at right) are created automatically by the kitchen's three major tasks: (1) food storage and preparation, (2) cleaning and dishwashing and (3) cooking and serving. Each of these tasks, and consequently the three centers, are based on the primary major appliances; the refrigerator, the sink-dishwasher and the range. The theory of these work centers and their application to kitchen planning as outlined by the Better Homes Bureau of Westinghouse Electric in a booklet called "Kitchen, Laundry Design Ideas," is condensed here.

The various types of kitchen layouts for today's kitchen market are varied. But they are controlled by two fundamental factors: the number of wall surfaces and the number of interruptions or doorways (breaks) in these wall surfaces. Westinghouse's design booklet breaks down into seven basic kitchen layouts. Those controlled by wall surfaces are three; one-wall (strip), two-wall (the L) and three-wall (the U). Both the two- and three-wall kitchens can have one or two breaks for doors, giving four more variations for the total basic seven.

A second consideration is the three primary major appliances. The refrig-

erator, the sink and the range are installed units requiring wiring and plumbing in. They cannot be readily moved and are a starting point in determining your basic plan or approach. The choice of these appliances, the size of the existing kitchen and the details for finishing are controlled by the customer's desires and budget. A sound job of planning is essential for customer satisfaction.

Each of the three basic work centers, serviced by a major appliance, storage areas and work counters, should be properly arranged in relation to each other. Success in achieving this relationship is easy to see when you employ the fundamental work triangle (above). Research has shown that most people prefer to work from right to left in the kitchen, so the kitchen layouts shown here are arranged in this manner. Each works for the natural, comfortable flow of work from the starting point (refrigerator) to the sink and then to the range.

These are the fundamentals which should be kept in mind when approaching good kitchen design. These are searching for ideal conditions. Existing kitchens, such as on a remodeling job, will often result in a compromise with the basic recommendations. To show four of the basic seven types of layouts, ELECTRICAL MERCHANDISING photographed typical layouts with scale models from Geneva Kitchens' "Visualizer" planning kit. To see how these work, turn to pages 132 and 133.

WORLD'S FIRST AND
ONLY CLEANER TO
GIVE YOU ALL THESE...

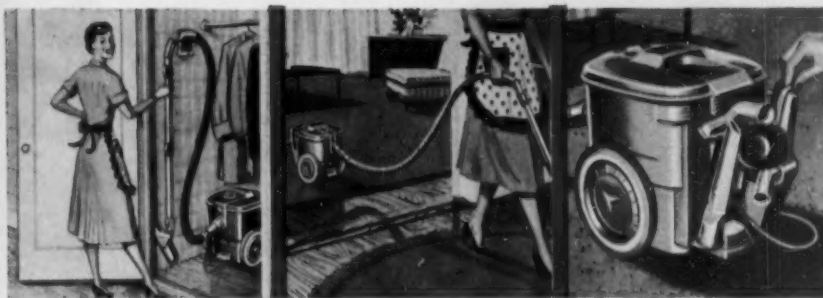
**15 NEW
SALES
FEATURES!**

LEWYT
on
BIG WHEELS



**PRE-SOLD BY A MULTI-MILLION DOLLAR
SPRING AD DRIVE—Greatest in Cleaner History!**

**HERE'S WHY YOU CAN SELL THE NEW LEWYT IN LESS
TIME and with LESS EFFORT THAN ANY OTHER CLEANER!**



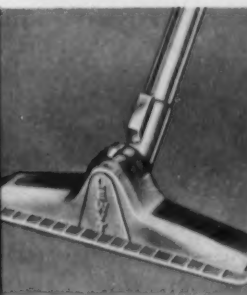
1. Rolls from the closet fully assembled—ready to use!

2. Not only swivels, but rolls effortlessly from room-to-room!

3. Rolls with all cleaning tools—everywhere you go!



4. Instant dust disposal—just open top, toss out Speed Sack!



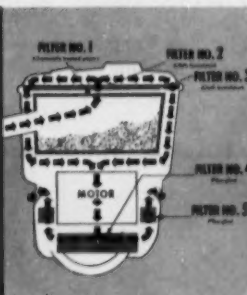
5. Most powerful Lewyt ever built—gets rugs brighter!



6. "Power Dial" gives exact suction for every cleaning job!



7. New square shape—stores in a 10"x12" closet corner!



8. Filters the air 5 times—a blessing for allergy-sufferers!



9. Comfortable "Pistol Grip"—your wrist never grows tired!



10. Amazing acoustic-silencer makes Lewyt quietest of all!



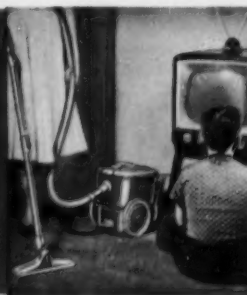
11. Built-in chlorophyll deodorizer freshens air as you clean!



12. Lock-seal tubes can't fall apart in use, can't lose suction!



13. Floor tools are rugged, lightweight metal—not plastic!



14. "Video-Pak" prevents static as you clean!



15. "Kord-Klip" makes storing cord neat, easy—no tangling!

Also sold through leading Canadian Distributors

LEWYT CORPORATION, Dept. M-3, 84 Broadway, Brooklyn 11, N. Y.

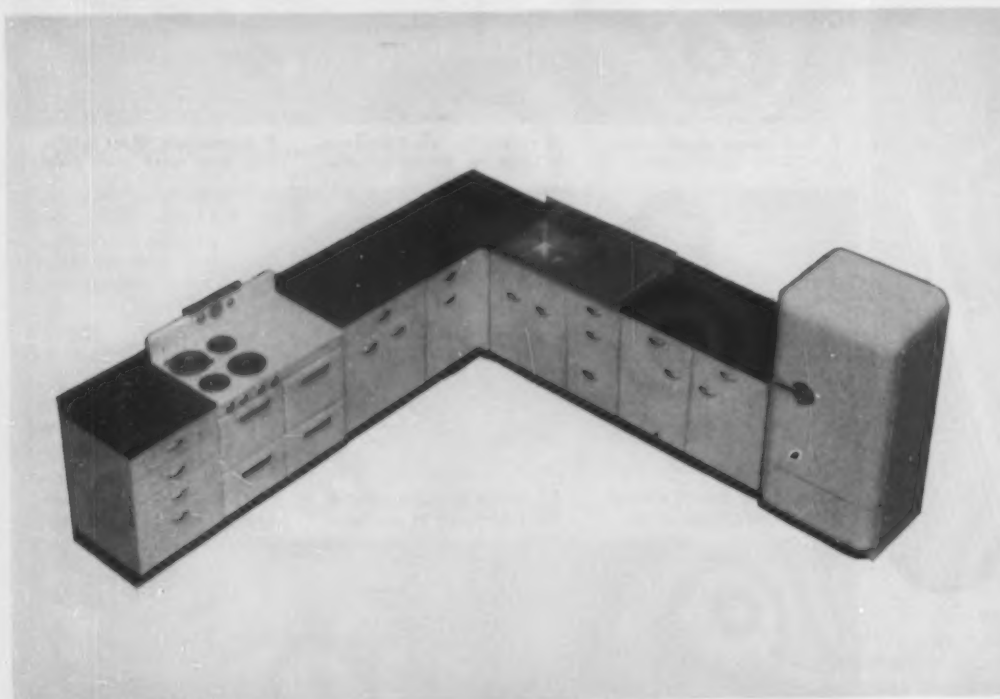


A Kitchen Can Occupy One Wall

THE ONE-WALL KITCHEN is the most basic. At best it permits right to left movement of work progress from storage and preparation center (refrigerator) to cleaning and dishwashing (sink) to cooking and serving center (range). The advantages of this type are that it is simple and easy to plan, running in a straight line from appliance to appliance. All wiring and plumbing

lines are in one wall. But the disadvantage is that the distance from refrigerator to range is often too great for comfort; the work triangle being too long and too flat. The wall cabinets can easily be hung over the various sections, working with deep cabinets over all areas except the range (where shallow ones give better clearance) and over the refrigerator. The one-wall layout is most

often found in apartment construction, particularly the drastically cut-down version. Often folding doors close it off, as in the case of one-room efficiency apartments. Here, the use of smaller appliances, such as apartment size ranges and refrigerators, plus single bowl sinks, help condense the one wall kitchen arrangement to a tightened up strip unit.

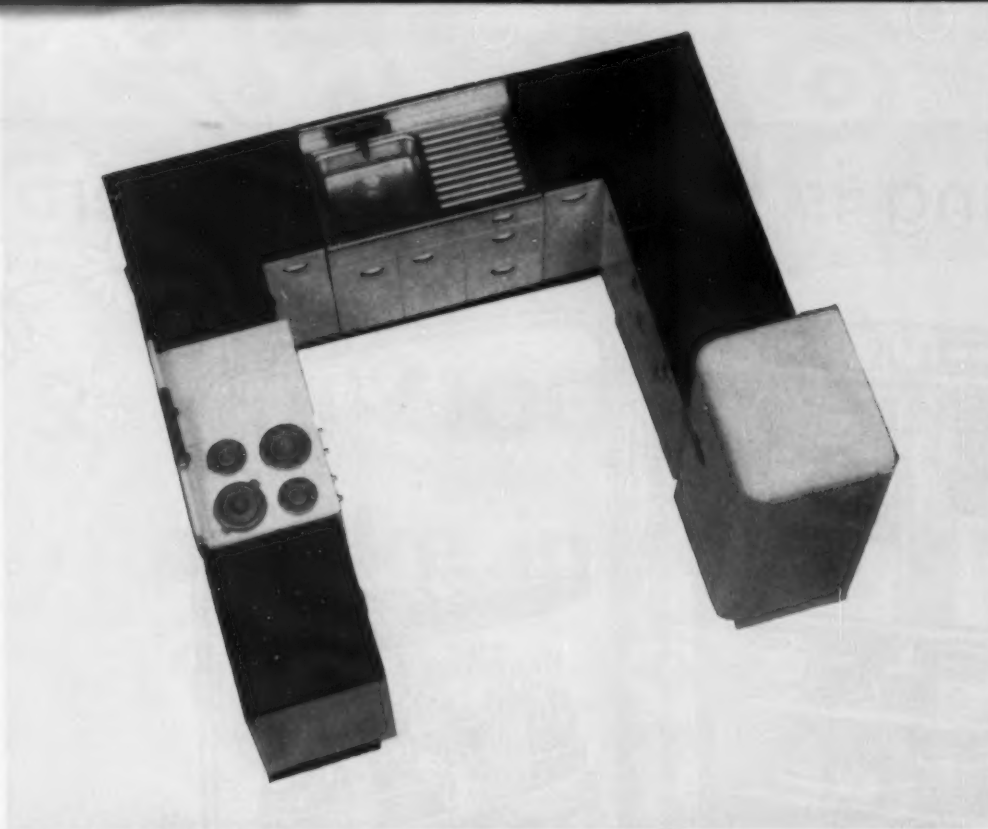


Form an "L"

THE "L" SHAPE KITCHEN is actually the one-wall kitchen with a bend somewhere in the middle. The model photographed above is the same kitchen (shown at top) but with this turn. It affords the same natural flow of work from right to left and is used where two adjoining walls are available in an existing kitchen. Its advantages are that the work triangle has been shortened for

greater efficiency, thus fewer steps from refrigerator to range. Its disadvantage is that corner cabinets, both base and wall type, must be used. The cleaning and dishwashing center should have the window located above the sink wherever possible. If an exterior door, such as one to the carport, is available, it would ideally be located near the preparation and storage center (refrig-

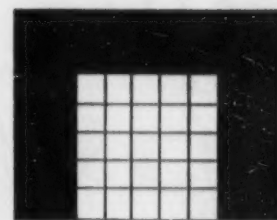
erator) for easy unloading of groceries and supplies. This type of kitchen layout is popular for home construction, although in much shorter length, and tightened up. It works well in a kitchen where the L forms on two walls and the remaining space is used for a dinette, either built-in or table and chairs. It also allows for placing of laundry equipment on one wall.



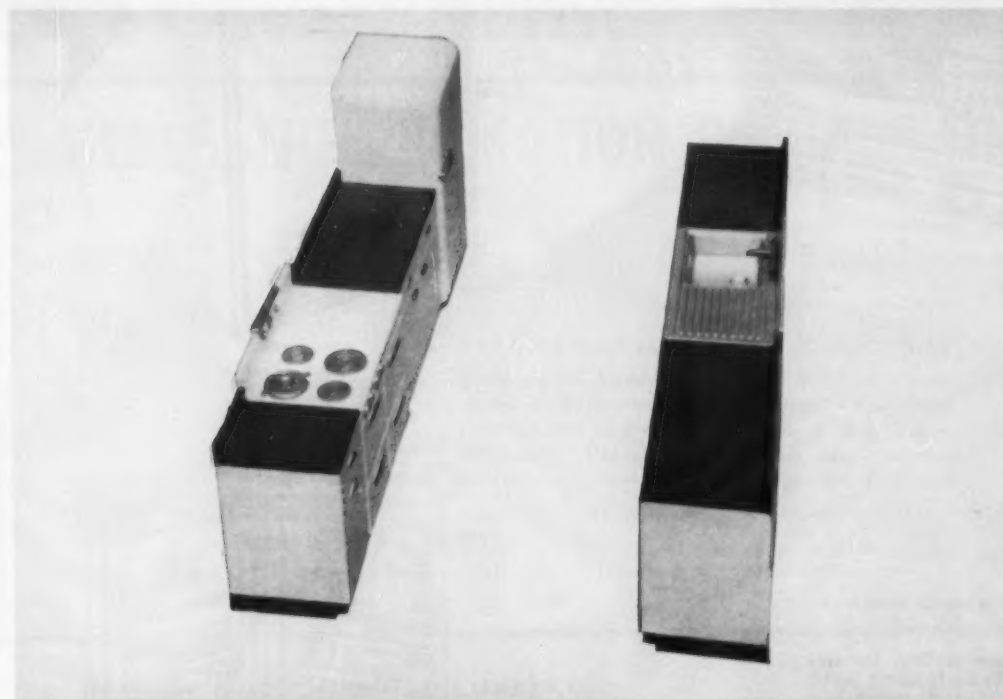
THE "U" SHAPE KITCHEN, like the "L", is the strip or one-wall kitchen with two bends or turns instead of one. It is designed to work with an existing kitchen that has three adjoining walls. The "U" is one of the most efficient types of kitchen plans and is extremely popular. It affords a tight, highly efficient work triangle and gives the shortest stepping distance from refrig-

erator area to range area possible. The "U" is one of the most used kitchen layouts today, working well with the typical ranch house design where the kitchen is in the front of the house with the window looking out on the street from the cleaning and dishwashing center (sink). Its disadvantages are few, coming mainly from installation. It means one appliance on each wall (thus three

Take a "U" Shape



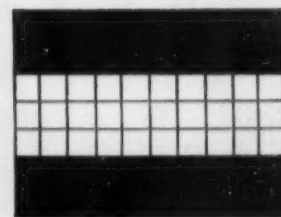
walls with wiring) and it means two turns for the two corners and a potential loss of cabinet space at these points. In practical use, the open end of the "U" kitchen often opens on the dinette or the dining area of the combination living-dining room. It gives the natural flow of work from the refrigerator to the range. Ideal location would be to have refrigerator near kitchen entrance.



THE TWO-WALL KITCHEN, often called the corridor type, is really a variation of the strip or one-wall kitchen with a break. Its shape is determined by the number of openings or doorways in the existing kitchen. Usually an exterior door is located at one end; entrance to dining area at the other. The two-wall layout places the preparation and storage center (refrigerator)

and the cooking and serving center (range) on one side; the cleaning and dishwashing center (sink) on the other. This sink should be located under the window of the exterior wall if possible. The orientation of the open ends of the layout should (under ideal conditions) place the refrigerator near the exterior door and the range near the dining area. The two-wall layout is often used

Occupy Two Walls



today, coming into play in apartments and small homes where space limitations are a factor. It is efficient and compact in design, giving a tight work triangle which saves many steps. This triangle becomes more compact when the sink area is located in the center of its counter area, midway between the range and refrigerator on the opposite wall.

End

Spring is bustin' out all over



\$100 Trade-In Offer Expires April 30, 1955

Here's the \$100 trade-in spearhead, the dazzling Deepfreeze Duplex Custom Model B-1D. A refrigerator with a genuine Deepfreeze Freezer (not just a frozen-food compartment!). Styled in beautiful copper, coral, and cream!



Duplex Imperial Model A-2D
11.5 cu. ft.

Brilliant styling, feature-packed—loaded with beauty and convenient extras that make sales. Big . . . but priced to sell!



Duplex Imperial Model A-1D
11.1 cu. ft.

Another glittering model in the Duplex line. Here is beauty and convenience that customers are sure to appreciate and buy!

for Deepfreeze Dealers!

Special \$100 Introductory Offer to rake in sales and profits

TALK ABOUT a profit-packed promotion! Here's a deal from Deepfreeze Appliance Division which will bring you a shower of sales . . . and a flood of profits!

Everything centers around the Deepfreeze Duplex Custom Model B-1D (shown at left), the price-leader in the exciting new line of Deepfreeze Duplex freezer-refrigerators. This revolutionary new Duplex combines a full-size refrigerator section with a genuine Deepfreeze Freezer (not just

another frozen-food compartment!). And we're advertising it . . . pricing it . . . so you can give a full \$100.00 trade-in allowance. Cash in now! Use this powerful \$100 trade-in Deepfreeze Introductory Offer Promotion! Watch your customers trade themselves up to Deepfreeze Duplex Imperial Models A-1D and A-2D (strictly high-ticket!) for even bigger profits!

Not a Deepfreeze Dealer? Write today! We always have room for another hustler!

RETAIL PRICE — \$469.95...LESS TRADE-IN OF \$100 EQUALS \$369.95...A TERRIFIC PRICE!

HERE'S THE PROMOTION PACKAGE ON THE \$100 OFFER



National Ad Blowup: Shows the offer as it will appear in the leading national publications. We're backing up your efforts with spectacular support in *Look*, *Better Homes & Gardens*, and *This Week*.



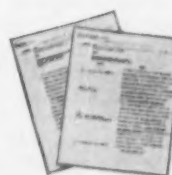
Newspaper Advertising Material: Now tie in your store with special \$100 Introductory Offer. This material lets you design your own ads, and feature the promotion in your regular newspaper advertising.



Point-of-Sale Literature: Hard-hitting handout folders, to help turn prospects into buyers. Sells the complete line of Deepfreeze Duplex, in a way that makes prospects *want* to buy!



Window Banner: Features the offer, invites prospects to come in. Use also as a wall banner, with "live" Duplex in display for best results!

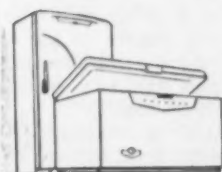


Radio and TV Spots: You can use these locally, to bring customers into your store. Professionally prepared for you to use as spots, or to use in your regular radio or television program show.



Direct-Mail Pieces: Tell and sell prospects the complete Deepfreeze Duplex story. They can also be used as point-of-sale literature.

Sell the Complete Line!



Feature-packed Deepfreeze Upright and Chest Freezers.



Glamorous new Deepfreeze Refrigerators.



Seven new and advanced Room Air Conditioners

Deepfreeze

HOME APPLIANCES

© 1955 Deepfreeze Home Appliances, North Chicago, Illinois. Makers of genuine Deepfreeze Home Freezers, Refrigerators, and Room Air Conditioners. Specifications subject to change without notice. Deepfreeze Home Appliances also sold in Canada by authorized dealers.

A Special Report to the Trade

Selling
Kitchens

EVOLUTION
INSTALLATION
DESIGN
FINANCING
COLOR
BUILT-INS

In Today's Kitchen...

WATER Must Be Modern, Too

It's impossible to modernize a kitchen-laundry without checking the water supply to be sure it meets today's needs—both in quantity and quality

TODAY'S kitchens and laundries incorporate many modern improvements, not all of which are immediately obvious.

In this category you'll find changes in water supply and water treatment. In its supply, in its chemical constituents, in its heating, water has undergone as radical a change as anything in the house. The water which was good enough for grandma has revealed amazing weaknesses. Today's equipment is geared to new standards in water.

The automatic dishwasher, for example, with its bacteria killing action and self drying requires water of unprecedented hotness.

The automatic washer has raised serious problems. Not only must it have far greater quantities of much hotter water, but for best operation that water must be conditioned. The old-fashioned idea of water heating has been knocked cold. Today the term "laundry rating" is used to calculate hot water needs instead of the number of bath tubs that have to be filled.

Water: It's Always Been Vital

In our forefather's time, the necessity for an adequate water supply de-

termined even where the home had to be located.

A nearby spring, a shallow depression dug in the sandbar of a creek, decided where the first home was to be built. Dug wells, lined with stone, came next and in the 1890's we began to see pipe driven into the ground until it tapped water. Water came into the home by the bucket full until about half a century ago.

While the water supply in most houses today is pumped into the place from a city system, without attention, the 1,600,000 people who are yearly moving into the suburbs and those who live on farms, have to watch it. City water pressure runs from 50 to 60 lbs. per sq. in. and that from automatic home pumps from 15 to 40 lbs. Consequently, while a ½-in. pipe is sufficient for a town supply, a ¾-in. pipe is generally used beyond the city mains, in order to deliver more water.

Greatest mistake those building outside the city limits make is in not buying a pump with excess capacity over the actual family needs for water. Sometimes several activities consuming water are going on at the same time, and this fact is generally overlooked.

Approximate water supply require-

ments for a home are as follows: For each member of the family, including kitchen, laundry, bath and toilet, calculate 50 gal. per day. On equipment figure this way:

Dishwasher, 3 gal. per load (about 6.75 gal. a day)

Automatic laundry, up to 50 gal. a load

For backwashing a water softener, up to 100 gal.

Food waste disposer, 2 gal.

Filling lavatory, 2 gal.

Filling bathtub, 30 gal.

Flushing toilet, 6 gal.

½-in. hose with nozzle, 200 gal. an hour

Lawn sprinkler, 120 gal. an hour.

Where the majority of a building's occupants are women, it will be found that 25 percent more water will be used.

Hot Water

Fully 30 percent of the water used in a home is hot.

It is believed that the history of home hot water heating began with a kettle. In European museums are kettles fully 500 years old that look like those in use today. Ancient Rome piped hot water about.

When the Franklin stove appeared

150 years ago, the kettle was taken off the fireplace crane and set upon the stove. Following the Civil War coal or wood burning kitchen ranges appeared which had a "reservoir" on the side which warmed up water. In early laundries "monkey stoves" appeared on which to heat water for washing clothes.

Needed: New Water Heaters

Gas side arm heaters, lighted only for short intervals, marked the beginning of the use of this type of fuel. After Marsh invented resistance wire in 1906, the electric water heater made its appearance, generally as an "off peak" device intended to store up water for use next day. Generally most electric water heaters were of large capacity.

Then came the revolution—the automatic washer came on the market.

So suddenly did it spring into popularity that it caught the water heating industry flat footed. It is believed that 90 percent of the water heaters in use today are obsolete, unable to supply the new household demand for hot water.

At one time the number of baths in a home determined the size of the hot water heater installed. Today the

Two BIG Questions About Water: IS THERE ENOUGH OF IT?...



Each person 50 gal.



Dishwasher 3 gal. per load



Automatic washer up to 50 gal.



Water softener up to 100 gal.
(per backwashing)



Disposer 2 gal. per meal



Wash-basin 2 gal. per filling



Bathtub 30 gal. per filling



Toilet 6 gal. per use

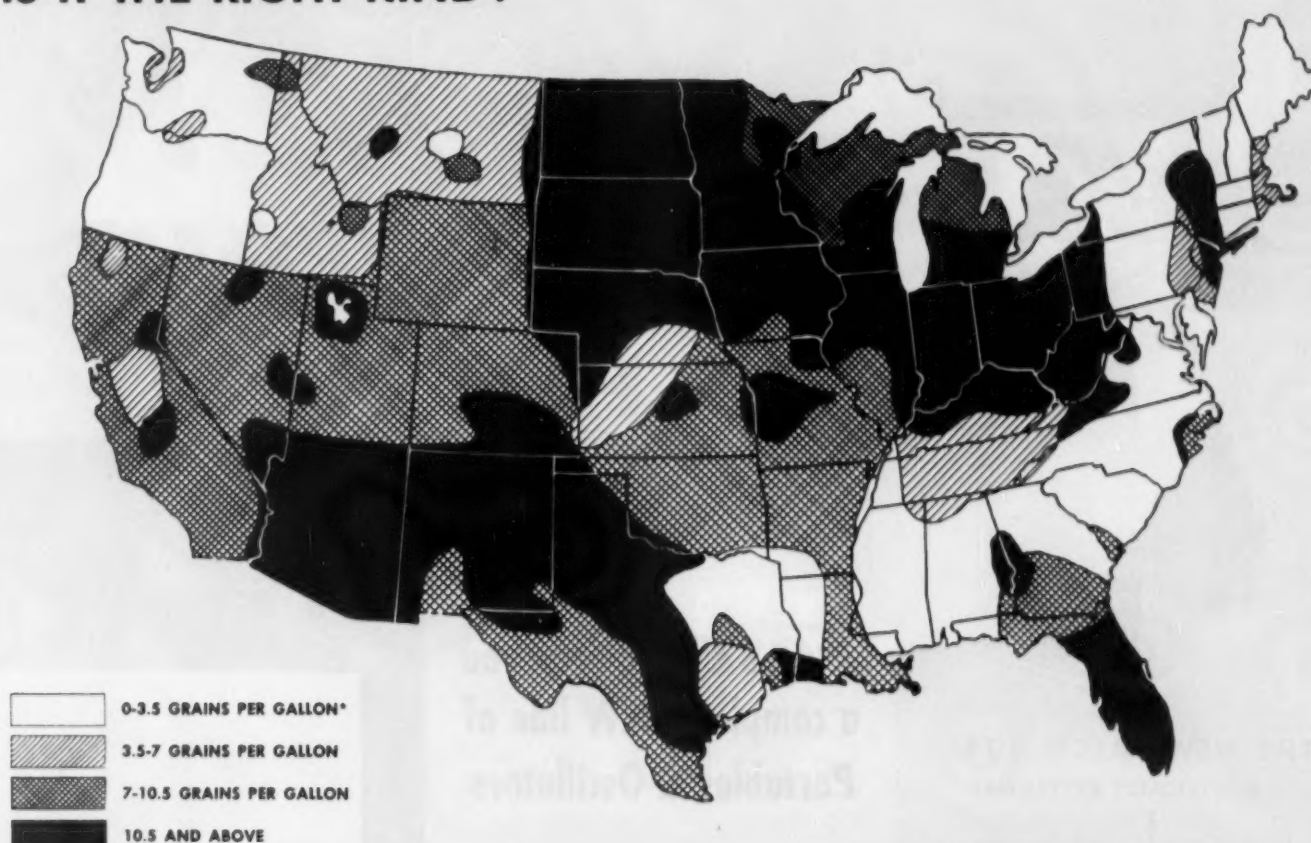


Garden hose with nozzle 200 gal. per hour



Lawn sprinkler 120 gal. per hour

...IS IT THE RIGHT KIND?



Water Hardness Map of The United States

SHOWING VARIATIONS OF HARDNESS IN DIFFERENT AREAS

Chart courtesy of Dow Chemical

expression "laundry rating" is beginning to be used, because it has been found that a water heater geared to handle the needs of an automatic washer has capacity to care for the hot water needs of a home. For example, an automatic washer that uses 32 to 34 gals. an hour at maximum temperature, calls for a water heater which will deliver 34 gal. an hour at a 100 degree rise in temperature. This recovery is called the "laundry rate."

Under this terminology it is difficult to decide whether a home should have a 30, 40, 60 or 80 gal. size water heater. Size no longer means much. What is needed is one which recovers fast enough to operate an automatic washer continuously.

Trend to Higher Temperatures

Early supplies of hot water were scanty with lukewarm temperatures being the rule and hot water the exception. Early day housewives tested hot water with their elbows and it is interesting to note that the hand cannot stand much above 125 degrees.

The trend today is toward higher water temperatures, and even 180 degrees is talked about but rarely realized because of the drop in pipes and on contact with cold clothes.

Accordingly, 160 degrees is considered ideal because it shortens the time of washing and results in greater whiteness and cleanliness of clothes. Dr. Pauline Beery Mack says that with present heating equipment 160 degree water can be satisfactorily obtained.

Most of the older automatics in use are set at around 140 deg. and deliver anywhere from 110 to 130 deg. water. One of the reasons earlier manufacturers did not step up temperatures was due to the increase in corrosion rates at high temperatures. Water heaters when pushed simply went to pieces.

A veteran in the automatic washer business, Mrs. Jessie Cartwright of Norge, declares that for an automatic washer a minimum of 140 deg. should be had, but that 130 is actually adequate.

Race on in Water Heaters

In the race to achieve "laundry rating," a higher Btu input is being used by gas water heater makers, which results in hotter water faster. In the electric hot water field, one firm is putting higher wattage into a 40-gal. tank with 4,500 watts maximum input. This calls for negotiations with utilities, as about 70 percent of the

electric water heaters in use operate on a storage, off peak basis. This is the reason for huge tanks on electric water heaters, and it remains to be seen whether this method will meet laundry ratings.

American utilities have been jolted by the sudden increased residential demand for electricity for air conditioning, and fast water heating will further boost the call for power. If this idea takes over, it will be a swing from the slow heating, storage type electric heater.

Another approach is a two temperature job. The heater delivers water at one temperature to one place, water at another temperature to another. This is accomplished by having 180 deg. water in the tank, piped with 1/2-in. copper tubing directly to the automatic washer and dishwasher. Water leading to other household faucets is mixed with cold water on the way and comes out of the tap at 125 degrees.

Dishwashers also are demanding hotter water. Some dishwashers and automatic washers have their own private booster heaters, which kicks water up to higher temperatures right at the machine.

The dishwasher achieves it superior-

ity over hand washing methods by the sterility of the dishes it delivers. Exposed to hot water of 150 deg. for a sufficient length of time in the dishwasher, the bacteria that cause common infectious diseases are all wiped out. Heat also dries the dishes.

Another new vogue in water heaters is the counter type that can be employed in the kitchen, and enjoys the advantage of being close to the appliance it serves.

The big news, however, in this field is the "laundry rating" basis of calculating the size of water heater needed. Not more than six manufacturers have swung over to this theme, but the trend is growing.

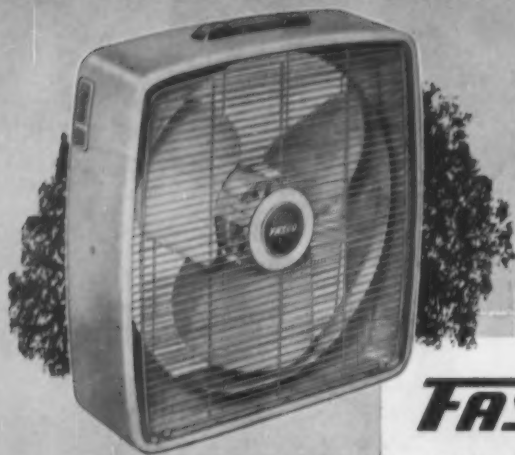
Water Softeners

We have seen how the need for hot water has grown with the change in the mechanization of the kitchen and the laundry.

To be most effective this water must be correct chemically.

It has been a difficult task to make human eyes realize that even if water is clear, it is not necessarily good. Even the Moslems think that water is purified when it "turns over seven times." One advertiser speaks of "old (Continued on page 202)"

FASCO—THE NEW, BIG-PROFIT FAN LINE!



THE NEW FASCO 2047
ELECTRICALLY REVERSIBLE!



Push "IN" button to bring in outside air. "OUT" button reverses fan, removes stale indoor air.

PUSH-BUTTON CONTROL! 3 SPEEDS



A touch of a button controls direction of air flow and 3 fan speeds. Modern, easy, a great selling feature!

SAFETY GUARDED BACK AND FRONT



Finger proof guards give complete protection. Guards snap out for easy cleaning. Equipped with carrying handle and soft rubber feet for portability.

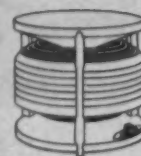
FASCO offers you a complete NEW line of Portables & Oscillators

NEW models—NEW styling—NEW performance in portables that can be used in windows . . . floor fans . . . oscillators . . . fans on wheels . . . pedestal fans . . . all quality built by FASCO, the famous name in fans! Here's a complete fan line you can sell with pride and profit. FASCO gives you a style and a price to please every customer, with deluxe models guaranteed 5 years. Make it a BIG year with FASCO!

Write TODAY for catalog and full information on the NEW FASCO line. Dept. 1235.



FASCO Model 167
16" Oscillator—3 Speeds



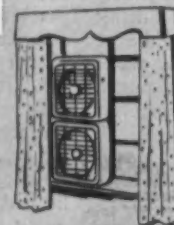
FASCO Model 56
12" Floor Fan—
3 Speeds



FASCO Model 127
12" Oscillator



FASCO Models
124 and 103
12" x 10" Oscillator



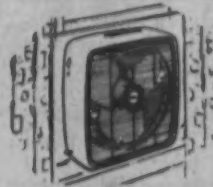
FASCO Model 1246
double mounted on
accessory window bars
for casement windows.



FASCO Model 169
16" Pedestal Oscillator



Accessory Swivel
Floor Stands available
for use with
all Portable Fans.



20" Portable Fan
mounted in accessory
window panel.



FASCO Model 2069
Wheelabreeze.



FASCO Models
1246 and 1746
Portable Fans.

America's Outstanding
Fan Buy

FASCO

1235 Augusta Street
Rochester 2, N. Y.

For Your Biggest Appliance Year...

Hotpoint

**Offers You The World's Most
Advanced And Complete
Line Of Automatic
Electric Appliances
For The**

All-Electric Kitchen

All the knowledge Hotpoint has gained during its 50 years of leadership in the appliance industry is concentrated in its Golden Anniversary Line for 1955!

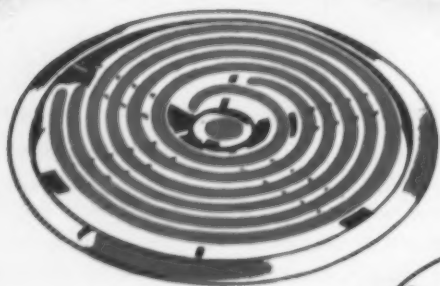
Look inside for
the electric
appliance line
destined to make
appliance sales
history in 1955...



Our Golden Anniversary - Your Golden Opportunity

Hotpoint Has America's Most Demonstrable Range

The World's Fastest Cooking For Every Kind of Meal
★ In Every Hotpoint Model...\$189.95 to \$499.95



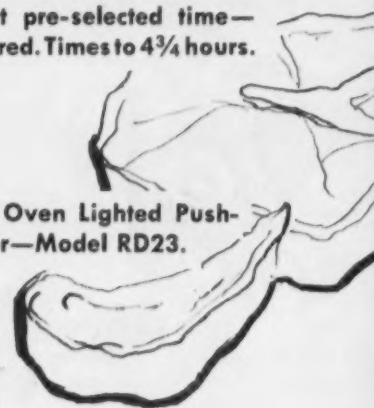
Hotpoint's exclusive new Super-SPEED Calrod® Surface Unit is standard equipment throughout the entire Hotpoint Electric Range line. 22% FASTER THAN GAS—it's the world's fastest surface unit.



Hotpoint's exclusive new MEALTIMER provides greater kitchen freedom with automatically timed Surface or Deep-Well Cooking and Broiling. It shuts off Thrift Cooker, Rota-Grill and Broiler Unit (or both), at pre-selected time—reminds that meal is prepared. Times to 4¾ hours.



Hotpoint Super De Luxe Double Oven Lighted Push-button Electric Range With Mealtimer—Model RD23.



Hotpoint Standard Automatic Electric Range
Model RB63.



Hotpoint De Luxe Pushbutton
Automatic Electric Range
Model RB65.

Features at Prices That Mean Business For You!

★ The World's Most Complete 30-Inch Range— The Hotpoint Super-30 . . .

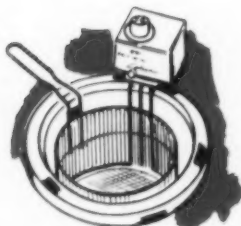
\$189.95 to \$349.95

**Hotpoint Super-30 Super De Luxe Lighted
Pushbutton Electric Range Model RH2**

Has Super-SPEED Calrod Surface Unit • Rota-Grill
Barbecue for outdoor-style cooking • A Second
Broiler for thrifty broiling of smaller quantities
• Deep-Well Thrift Cooker • GIANT Super Oven
• Time Center for carefree automatic cooking—
Just a few of the 30 de luxe features in this
magnificent 30-inch range.



OTHER HOTPOINT SALES-STIMULATING RANGE FEATURES



PLUG-IN GOLDEN FRYER

Hi-speed immersion
Calrod unit for bet-
ter, tastier french-
fried foods.



AUTOMATIC CALROD GOLDEN GRIDDLE

For the best in griddle
cookery! Plugs into
receptacle in back-
panel, stores out of
way when not in use.



RAISABLE THRIFT COOKER

Prepares thrift
meals automati-
cally. Handi-Lift
cover raises unit to
provide another 8-
inch Super Calrod
surface unit.



ROTA-GRILL BARBECUE

Meats and fowl bar-
becued their delicious
best — automatically.
Skewer automatically
turns food.



HANDI-RAISE BROILER

For professional
charcoal-like re-
sults. Adjustable
to desired height
without touching
hot pan or rack.



HANDI-OVER GRILL

Chrome grill holds
and turns meats to
help retain natural
juices without
puncturing.

See inside for balance of all-electric kitchen line . . .

Hotpoint Super-Stor Refrigerator

For The Very Finest In Convenience, Quality and B



**Chest-Type and Upright Food Freezers
With Strong Selling Features!**



Hotpoint Upright Food Freezers

- Upright Design Uses Same Floor Space as Refrigerator
- Double-Action Freezing in Walls and Shelves
- Roller-Mounted Storage Baskets
- Adjustable Five-Position Removable Shelf
- Positive Seal Door with Trigger Snap Latch
- Automatic Temperature Control
- Sweatproof Exterior

Hotpoint Chest-Type Food Freezer

- Aluminum Liners for Faster Cold Conduction
- Special Freezing Compartment for Quick Freezing
- Removable Sliding Storage Baskets
- Counter-Balanced Lids with Lock Handles
- Shell-Type Condenser Eliminates "Sweating"
- Positive Seal and Six-Side Insulation



A Hot Premium To Set Hotpoint Refrigerator-Freezer Sales Afire!

This Hotpoint-Better Homes 50-Piece Tool Kit will help the man-of-the-house to quickly decide in favor of a Hotpoint Refrigerator or Food Freezer. It ordinarily retails for \$51.95. Your Hotpoint distributor has an unbelievably low price on this do-it-yourself kit to enable you to make a combination deal no man could refuse. The picture tells the story. With a pegboard case, hooks and rack, it contains 50 pieces for scores of do-it-yourself projects around the house. Get in on this deal while the supply lasts!

Refrigerators and De Luxe Food Freezers

and Beauty With Sales-Closing, Practical Features!

★ A Full Profit, Short Line of All Essential Refrigerator Sizes

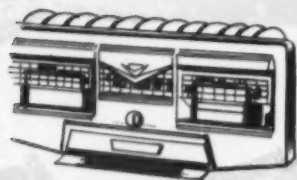
New Hotpoint Two-Door Refrigerator-Freezer 11.5 cubic feet

Hotpoint's finest combination model offers a giant 91-pound capacity true Food Freezer, plus a large ideal-humidity Refrigerator. This model also has Frost-Away Automatic Defrosting, Dairy-Stor, Freezer Door Shelf and Juice Rack, Interior Freezer Light, Roller Mounted Shelves, Stor-More Shelf, De Luxe Vegetable Crispers and a host of other practical sales-making features.



New Hotpoint Single-Door Combination Model 11.6 cubic feet

The big 75-pound capacity true Food Freezer in this model has its own separate cooling system, six-side insulation and latch-type door. Refrigerator section has more ideal-humidity storage space—in both the door and cabinet—than any other Hotpoint model. Other practical features include a Dairy-Stor, Extra-Deep Aluminum Door Shelves, Fruit Rack, De Luxe Crispers, Stor-More Shelf, Sliding Shelf, Meat Mart, plus Frost-Away Automatic Defrosting.

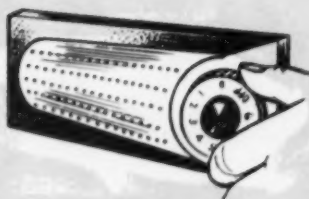


DAIRY-STOR

Convenient storage center in door includes Egg Rack, Twin Cheese Keepers, Butter Bin, and Ready-Foil dispenser for wrapping freezer packages.

COLD CONTROL

Regulates temperatures in both zones. Control dial and interior of Refrigerator are illuminated as door opens. Nylon shield protects bulb, diffuses light.

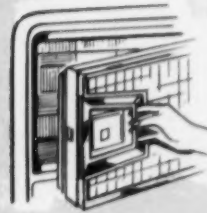


3-ROW CUBE TRAY

Smaller cubes offer more cooling surfaces—cool faster. Release lever frees cubes quickly and easily. Tray is made of aluminum for faster freezing.

LATCH-TYPE FREEZER DOOR

Single-door combination models have a genuine latch-type insulated freezer door held against a rubber gasket with 16 pounds pressure to assure an air-tight, leakproof seal.



Hotpoint Automatic Dishwashers and Disposalls®



Hotpoint 48" Dishwasher-Sink

Available in Gravity-Drain Model or QuiKonec Pump-Drain Model. QuiKonec models often cut installation costs as much as 50% in remodeling jobs.



Hotpoint 27" Dishwashers

Undercounter Dishwashers are available in either the Gravity-Drain or QuiKonec Pump-Drain Models. The same Dishwashers are also available in Free-Standing Models with porcelain-finish top and back-splasher.

Hotpoint Mobile Dishwasher

No Installation Required—just plug it in. Can be rolled into prospective customers' homes on a free trial basis. Available with porcelain-finish top or maple cutting-counter top.

The High-Profit Combination For Low-Saturated Markets!

The Dishwasher Business Is a Profitable Business!

- It's a "no trade-in" business
- It's a "full list price" business
- 97 out of every 100 homes don't have one yet
- 32% of America's homemakers want Dishwashers today

Sell the One that Offers the Most!

- Hotpoint Outwashes Them All! Everything is washed twice with fresh detergent each time.
- No Hand Pre-Rinsing Necessary! Top-inlet rotary spray showers food particles away.
- Holds Dinner Service for Eight! Both racks roll all the way out, separately, for easy loading.
- Even Pots and Pans come out hygienically clean... sparkling clean.
- Installation Is Easy because there's a Hotpoint model for every home—Gravity-Drain, QuiKonec Pump-Drain and Mobile.



Investigate Hotpoint's powerful dealer-tested, sales-tested Dishwasher Promotion Plan...

- Tailored to Fit
Your Operation!
- Designed to Sell
Your Market!

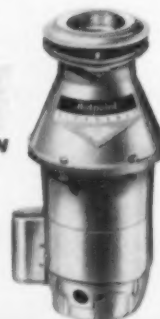
Hotpoint Disposalls For A Wide Open Market!

A vast market, only 4% saturated, is waiting to be told how easy it is to banish garbage with the Hotpoint Disposall electric food waste disposer.



**Hotpoint De Luxe Control Cover
Disposalls Model MW9 and Model MWP9**
Automatically reversing impeller gives double-edged shredders twice the life... half the wear.

Tell them and sell them with the help of two special new Hotpoint promotions. See your Hotpoint Distributor for complete details.



**Hotpoint Low-Cost
Disposall Model MW10**
Takes food waste continuously. Removable plug simplifies installation with pump-drain Dishwashers.

Tomorrow's Kitchen—Today By Hotpoint



This Hotpoint Customline dream kitchen of the future has been brought down to the realities of 1955.

Making a drastic departure from traditional "dream" products of the future, this advanced kitchen offered by Hotpoint contains appliances and materials

now available to Hotpoint Dealers. It is not sold as a unit. Choice of equipment, color and material is left entirely to the buyer. Because of its flexibility, any number of remodernization ideas can be developed. Hotpoint Major Appliances available for individual arrangement are—

- Built-in 11.5 cubic foot Refrigerator-Freezer with 91-pound capacity true food freezer.
- Undercounter Automatic Dishwasher
- Electric Food Waste Disposer
- Two-Unit Surface Cooking Section with Thrift Cooker
- Plug-in Surface Griddle with thermostat
- Two-Unit Surface Unit with 2600 Watt Calrod front unit
- Built-in Electric Wall oven
- Remote Control Lighted Pushbuttons and Timers
- 50-gallon Table Top Water Heater
- De Luxe Automatic Washer and Dryer
- Rotary Ironer



Have your Hotpoint Distributor tell you about the satin chrome finishes, black walnut cabinet work and the other materials that make this, beyond question, "Tomorrow's Kitchen—Today!"

Hotpoint

Our Golden Anniversary—Your Golden Opportunity

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • AIR CONDITIONERS

HOTPOINT CO. (A Division of General Electric Company) 3600 West Taylor Street, Chicago 44, Illinois

Let's face it!

HAVE YOU A DISASTER PLAN FOR YOUR PLANT?

**BOMBS...OR FIRE...OR FLOOD...OR TORNADO
...you can handle them if you act now.**

Let's face it... the threat of war and the atomic bomb has become a real part of our life—and will be with us for years. Fires, tornadoes and other disasters, too, can strike without warning.

Whatever the emergency is, everybody's going to want help at the same time. It may be hours before outside help reaches you. The best chance of survival for you and your workers—and the fastest way to get back into production—is to know what to do and be ready to do it. Disaster may happen TOMORROW. Take these simple precautions TODAY:

- ☐ **Call your local Civil Defense Director.** He'll help you set up a plan for your offices and plant—a plan that's safer, because it's integrated with community Civil Defense action.
- ☐ **Check contents** and locations of first-aid kits. Be sure they're adequate and up to date. Here, again, your

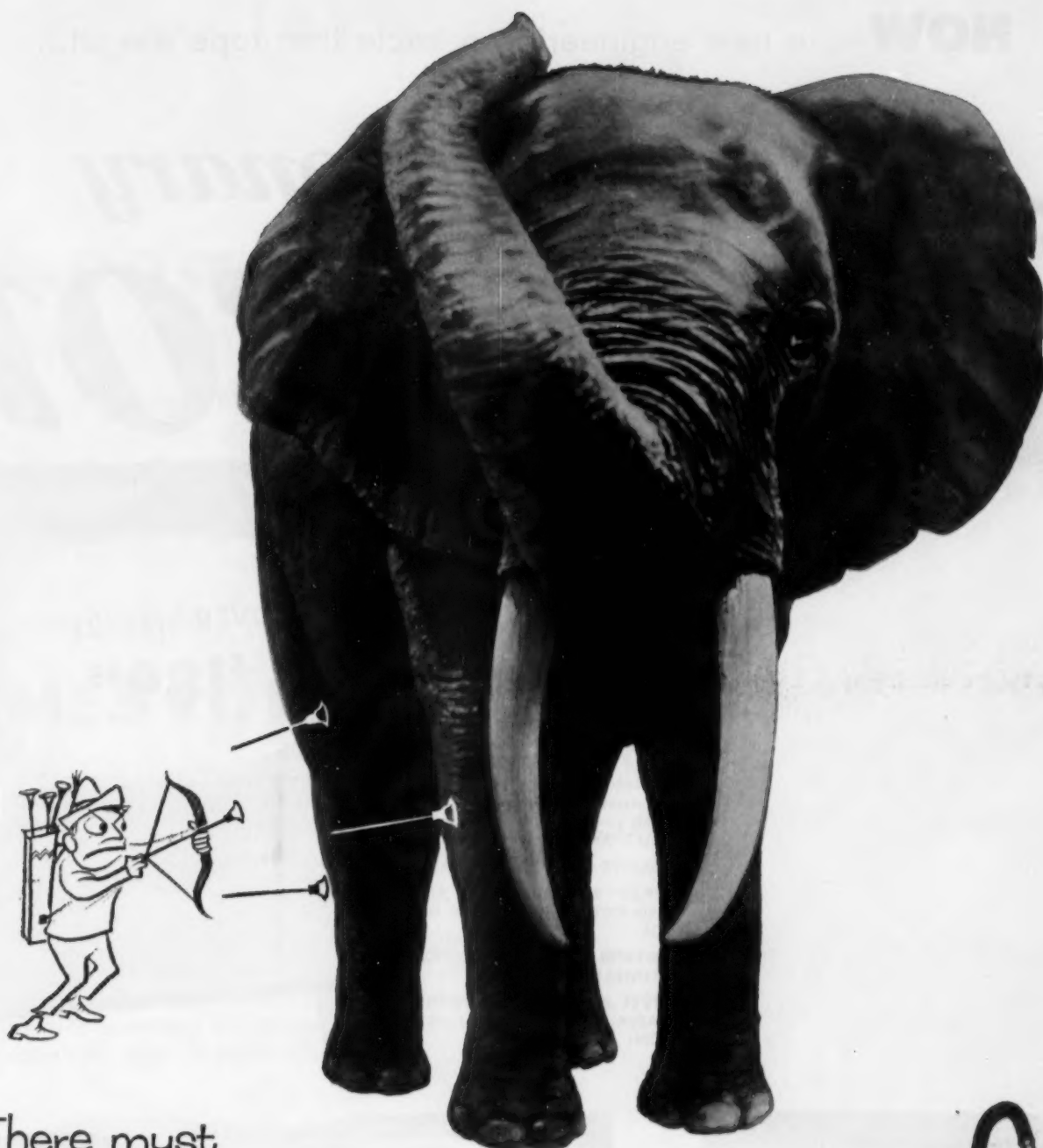
CD Director can help. He'll advise you on supplies needed for injuries due to blast, radiation, etc.

- ☐ **Encourage personnel** to attend Red Cross First-Aid Training Courses. They may save your life.

☐ **Encourage your staff** and your community to have their homes prepared. Run ads in your plant paper, in local newspapers, over TV and radio, on bulletin boards. Your CD Director can show you ads and official CD films or literature that you can sponsor locally. Set the standard of preparedness in your plant city. There's no better way of building prestige and good community relations—and no greater way of helping America.

Act now . . . check off these four simple points . . . before it's too late.





There must
be an **easier way!**

And this is the cleaner that will prove it —————→

There is no easier way than the G-E way to bite into *sure, fast* profits in the retail cleaner business. Now you know *exactly* where you stand. Here is a program that's based on a *Fair Trade price* and a *protected profit!* THE NEW G-E ROLL-AROUND CLEANER IS NATIONALLY ADVERTISED AND FAIR TRADED AT ONLY \$69.95* COMPLETE!

You get more

An easy-to-sell product. G.E.'s new Roll-around cleaner is the hottest thing on wheels—good-looking, too!

A full markup on every sale. The new G-E Cleaner is nationally advertised and Fair Traded at \$69.95!

A really clean deal. You keep *all* of your profits—no trade-ins, no tie-ins!

Powerful national advertising support. More local advertising support, too—and over 180 million "in-home" demonstrations on big-time network TV!

Your customers get more

New "Roll-easy" cleaning. G.E.'s successor to "Reach-easy" cleaning—at a new retail list price \$20 lower!

An all-purpose cleaner. The ultimate in whole-house cleaning. It *rolls* easy . . . *cleans* easy . . . *stores* easy!

Famous 2-in-1 cleaning unit. This famous General Electric attachment lets you clean both rugs and floors without changing attachments!

"Non-tiring" attachments. A complete set with caddy!

General Electric Co., Vacuum Cleaner Dept., Bridgeport, Conn. *Manufacturer's recommended retail and Fair Trade Price.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



NOW—the new engineering miracle that tops 'em all...

revolutionary **Emerson**



TURN-A-VISION CONSOLE
Model 1114

Overwhelming response indicates that, with these outstanding features and terrific price, this powerhouse is undoubtedly the No. 1 set in America!

- EXCLUSIVE DYNA-POWER CHASSIS!
- OVER-21" 270 SQUARE-INCH ALUMINIZED PICTURE TUBE! FILTER GLASS TOO!
- POWERFUL, BUILT-IN DIRECTIONAL ANTENNA!
- SWIVEL BASE MAKES VIEWING A PLEASURE FROM ANY SEAT IN THE ROOM!



Dyna-Power Chassis, giant 335 square inch aluminized picture tube, filter glass. Mahogany or blonde. Model 1122.



Only Emerson offers a complete line of both front-tuned and side-tuned models—all with new, exclusive Dyna-Power Chassis!



Model 1060. Most compact cabinet ever, exclusive wide-angle screen and rock-bottom price give you unmatched leadership with Emerson.



ORDER & PAY OFF

EMERSON RADIO & PHONOGRAPH CORP.
NEW YORK, U.S.A.

Prices slightly higher South and West

Emerson, Pioneers in Television • Radio •
Phonographs • Air Conditioners

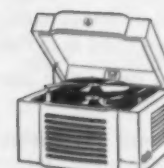
Over 15,000,000 satisfied owners prove Emerson
is America's Best Buy!



Pocket Radios



Portable Radios



Hi-Fi Phonographs



Clock Radios

DYNA-POWER CHASSIS

packs smashing sales power
in every set!

COSTS HALF AS MUCH TO OPERATE

as other TV sets!

parts last up to

10 TIMES LONGER

reduces service problems and
parts replacement expense

Here, from the engineering laboratories of the industry's greatest innovators, are advantages that make sense to your prospects ... features that make sales easy for you and you alone with Emerson! With dazzling developments like these, it's no wonder Emerson is the industry's fastest-rising star!



Model 1030. The set you can take with you everywhere! Terrific volume builder for personal gift on any occasion. Only \$150.

EXTRA PROFIT FOR YOU!

New Emerson A-D-D Plan

(Additional Dealer Discounts)

The most rewarding, most talked-about discount plan in the television industry. Now, Mr. Dealer, when you "trade-up" a TV customer, you pocket *all* the gravy! For the first time, you pay no more for "extra-cost" finishes than you do for "leader" finishes. Think of the added profit! Think of the added sales possibilities! Truly, Emerson is the line with the dealer in mind! So cash in with Emerson...today!

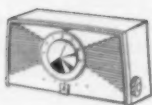
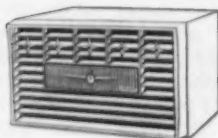


Table Radios



Air Conditioners

Electric Housewares Have a Place in KITCHEN PLANNING

A Special Report to the Trade



And the dealer who makes adequate provision for using and storing these products in the kitchens he plans stands to profit in two ways—on the money he makes by selling the housewares and by guaranteeing himself a satisfied kitchen customer



Electric Housewares Like These Belong in

ELECTRIC housewares have a definite place in all modern kitchen planning activities.

No new kitchen installation or remodeling job is complete without including a careful selection of such thermostatically controlled, automatic portables as mixers, toasters, coffee-makers, irons, roasters, broiler-barbecuers, frypan-skillets, cooker-fryers, clocks, blenders, knife sharpeners, coffee mills and water boilers to mention some of the leading electric housewares now on the market.

They represent extra profit plusses for kitchen planners who take the time and effort to include them when figuring new kitchen installations, because the customer buying a new kitchen naturally wants the newest developments and the latest models to match her bright new kitchen.

Saturation proves that in practically every American kitchen today you'll find one or more of the six housewares staples that have become indispensable to the business of running a home—the mixer, toaster, coffeemaker, flat iron, electric clock and waffle-iron griddle.

Then there's the newer group of electric housewares that has enjoyed high consumer acceptance in postwar years. Primarily these are the specialized cooking devices, such as the deep fryer-cooker, broiler-rotisserie, frypan-skillet, roaster, and the blender. It is

interesting to observe that in practically every instance development of these products is the result of some designer's desire to improve the lot of the family cook by converting old-fashioned, haphazard top-of-stove cooking activities into precise, thermostatically controlled operations.

First Step: The Iron

First item to be taken off the top of the stove was the electric iron. Through the years this has been developed and refined, thermostatically controlled, accurately adjusted as to temperature, so that today ironing can be done with ease anywhere in the house.

Next, the coffee pot was taken off the stove and electrified. Today we have an exact, completely automatic coffee brewing machine that is capable of brewing coffee in a variety of strengths. It holds coffee at correct serving temperature for hours without re-heating, until the last drop is served.

Around the same time, toast-making was converted from the octagonal wire racks used over stove burners, into electrified flip-flop toasters. Toast for breakfast soon became a national institution. Subsequently automatic toasters appeared.

Basically the same thing happened with the cooker-fryer, frypan-skillet, waffle-grill—thermostatically controlled

elements were applied to kettles, saucepans, skillets, grids and griddles, converting them into today's specialized cooking utensils that do a far superior cooking job. Many people think these temperature controlled devices represent the beginnings of a trend away from the electric range as a centralized cooking center. Included in this group of revolutionary cookery products are such items as the broiler-rotisserie and the roaster.

Help in Preparing Food

Leader among motor-driven electric housewares is the electric mixer. This product is in a class with automatic washers, dryers and dishwashers as time and labor-savers, freeing the homemaker from long, tiresome kitchen chores such as mixing doughs and heavy batters, grinding meats, slicing vegetables and so forth.

Food mixers are considered a "must" in every kitchen today, especially in homes with large families. Provisions for a mixer, plus ample storage space for basic attachments such as meat grinder, vegetable slicer and shredder, can opener, plus extra bowls and utensils used in baking, is as important as providing space for refrigeration-freezer centers. Even the earliest attempts at planning time-and-step-saving kitchens included food preparation centers built around the food mixer.

Many mixer authorities are strong in their belief that the mixer should remain on a counter top day in and day out, where it is within immediate reach for use many times during the day.

In the past few years, several cabinet manufacturers have designed base cabinets especially for mixers with a raisable shelf that makes it possible to raise the mixer to counter height when in use, or to lower it out of sight when not in use. Whether the mixer is placed in a cabinet or on the counter top in its own work area depends largely upon the mixer-use habits and personal preference of the individual homemaker. In any event, ample drawer and shelf space should be provided for all of the equipment and accessories which the housewife may find necessary.

Two-Mixer Kitchens

There has been a growing trend in the past several years toward two mixers in the kitchen—the standard mixer for heavy operations mentioned above, plus an auxiliary, portable, handmixer located near the range, for the many at-the-range mixing jobs, such as 7-minute icings, puddings, cream sauces, potato mashing and so forth. All these chores work up much faster and simpler with a lightweight, portable mixer located in a drawer, handy to the range, or hung on a nearby hook.



the Kitchen

But Facilities Like These Must be Provided for Convenient Use and Storage

Another product in the mixer family that suggests itself when planning a food preparation center, is the electric blender. This versatile appliance can be used in many different sections of the kitchen. In the food preparation center its uses include blending, pulverizing, pureeing, chopping nuts, preparing baby foods, whipping cream, and mixing nutritious drinks for the children. It is equally desirable in the breakfast serving area, where it is indispensable to health-conscious American home makers for quickly providing the family with freshly aerated frozen juices. It is also a handy accessory to have around the house for mixing cocktails and other beverages. It presents no particular storage problem, and is most commonly seen on the counter top or on a shelf raised a few inches above the work area.

Breakfast Centers

Breakfast bars or breakfast nooks are frequently planned as a part of modern kitchens. The trend toward making breakfast a package deal has even invaded 1955 refrigerator-freezers. Some brands provide storage space for breakfast makings in the door shelves.

Every breakfast center, large and small, needs as basic equipment one of the latest automatic toasters, an automatic coffeemaker, an electric coffee grinder and an automatic frypan-

skillet. The toaster and coffeemaker speak for themselves. Some people may rate the coffee grinder as a luxury with the variety of grinds available in cans, but a coffee grinder is awfully easy to get used to, and once you experience the added flavor of freshly ground coffee, it's hard to go back to commercial grinds. The same is true of the frypan. There are many other means of preparing bacon and eggs, for instance, but the frypan-skillet turns out perfectly cooked bacon and tender eggs. It's also good for hot cereals. The thermostat control keeps the cereal at correct temperature until all late comers are served. Sausages, creamed chipped beef, chicken livers are other breakfast dishes the automatic frypan (or the cooker-fryer for larger quantities) cook to perfection.

All these products (toaster, coffeemaker, frypan-skillet and cooker-fryer) have many other round-the-clock uses too numerous to mention. Adequate outlets and storage space should be provided for them in various work areas.

The auxiliary meat cookery housewares (broiler-rotisserie and roaster) belong in the general cooking area. They are too heavy to be lifted from shelf to counter for each use, and they take up too much room on a counter top. Each logically belongs on its own stand. The ideal spot for these stands

is at the end of a counter, or at either end of an island. Most manufacturers today supply mobile stands for these two products. On their own stand or table with casters, they can be moved anywhere in the house from the kitchen to the dining area, to the patio, to satisfy the modern urge for complete mobile living within the home.

Wiring Is Vital

All kitchen planning activities, whether a kitchen in a new home or a remodeled old one, requires the services of an electrician. More than likely an electric dryer, range or air conditioner will be included in the modernization job. . . . If this is a fact then 220-volt, 3-wire service is mandatory. With an electrician on the premises, this is the logical time to remedy all wiring problems presented by the increase in wattages used by electric housewares. To ignore or to play down these problems in a kitchen planning project is unenlightened. Now, if ever, is the time to see that there are sufficient outlets and circuits to take care, not only of existing needs created by electric housewares already available, but to project at least ten years ahead and anticipate adding other automatic houseware pieces like equipment not owned plus newly developed products that will appear in the next ten years.

The average prewar kitchen has 15 amps of plug-in capacity. At 110 volts this represents 1650 watts. This won't even handle a toaster and coffeemaker. Wattages have crept up consistently in recent years, until practically all electric housewares appliances operate on 1000 watts or more. Roasters average 1150 watts. Some automatic coffeemakers operate on 660 watts, but many are in the 1000 watt brackets.

Roasters average 1320 to 1500 watts; broiler-rotisseries use 1400-1500 watts for the heating element alone; automatic frypan-skillets use 1000 watts; cooker-fryers 1400 to 1500 watts; steam irons 1000 and 1100 watts. So, from the standpoint of practical use four or more independent circuits should be provided in the modern kitchen for no other purpose than to accommodate electric housewares.

The average home, we are told, can have a 20 ampere circuit brought into the kitchen from the service board to a pair of double outlets for about \$30. This will add 40 amps. to the already established 15 amps, providing about 6000 watts of power, ample for any combination of surface cookery.

Most existing kitchens have inadequate provision for outlets. A double outlet in an inaccessible spot over the refrigerator and a double outlet over the work center is standard.

(Continued on page 208)

Sell The Heater Line That Gives

Coleman®

"World's most famous Heater"

EXCLUSIVE features and
POWERFUL promotions...
help you make **EXTRA**
Sales and PROFITS

The 1955 line of Coleman space heaters gives you new "comfort" to sell! New fuel savings! New console styling! But that's not all! —

Coleman HELPS you sell with big, full page ads in *Life* and *Saturday Evening Post*... backed by the most aggressive "dealer sales helps" you've ever seen. Get on the Coleman bandwagon — make more profits in '55!

Here's Proof from dealers that the Coleman space heater line is the hottest seller anywhere!



"Visible-Flame" or
Grille Front Circulators

Babies are safe with Coleman "Safe-Cool" GAS HEATER CABINET

Use the touch test to prove the cabinet stays comfortably cool. Then you can sell the reason *why* it stays cool: Coleman's "Super-Circulation" puts more heat into the home instead of losing it up the chimney!



"Coleman has the customer acceptance," says Paul B. Dorsey, Dorsey Heating and Sheet Metal Co., Athens, Ga. "We've found the gas space heaters are easy to sell, and return us a good profit. We also get good results from special promotions."



"Promotions, store displays and advertising, coupled with a complete stock of sizes to offer... add up to good dollar volume with excellent profit margins on Coleman heaters," says Ed Thorne, Home Service Hardware, Rockford, Ill.

another **RED HOT SELLER**

Coleman **Vit-Rock**
GAS Water Heater...

With 10-Year Warranty Backed By Exclusive \$500 Bond!

"Rock can't rust!"—and Coleman's exclusive Vit-Rock lining sets the stage for the most powerful, easiest-understood selling story in the field. Coleman backs this appeal with a 10-year warranty and \$500 Bond—the strongest guarantee in the industry. As a customer-getter, this water heater is "hotter than its own flame." Let it increase sales for you! For any type gas.

EXCLUSIVE
\$500
Warranty Bond



You Plus Features For Plus Sales

as advertised in big FULL PAGE ads in...

Life and Saturday Evening Post will tell your customers the feature-packed Coleman story!



Coleman's exclusive "Super-Circulation"

It's the "extra" that gives your customers a "wall-to-wall carpet" of warmth... keeps warm air circulating like central heating... spreads comfort to hard-to-heat corners. Use the Super-Circulation demonstrator to prove no other heater is so effective!



BIGGEST EXTRA!

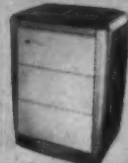
AUTOMATIC OIL SAVER that can give a "WEEK'S FREE HEAT EACH MONTH!"

Only with Coleman can you *show* how the heater automatically controls the draft, to balance the air-fuel mixture at every fuel setting. Ends needless fuel waste—saves up to 25% on oil! Use this demonstration to **PROVE** how a Coleman oil heater saves enough on fuel to make the buyer's payments. You'll close **MORE** sales faster!

10 OIL MODELS



35,000 BTU Oil Model



55,000 BTU Oil Super-Circulator

11 GAS MODELS



40,000 BTU Gas Model



70,000 BTU Gas Super-Circulator

in handsome "CONSOLE" cabinets
choice of finishes—new "Golden Glow" or shadowed mahogany finishes blend with any color scheme, any style furnishings.

Coleman

"Wall-to-wall" comfort for 1 room or entire home:

Models at left are only a few of the Coleman models—grille front or "visible flame" circulators. Oil models available from 35,000 to 55,000 BTU. Gas models from 30,000 to 70,000 BTU.

Let Coleman Oil—Gas—Propane Gas Heaters make EXTRA profits for you...MAIL THIS COUPON TODAY!

The Coleman Company, Inc.

Wichita 1, Kansas

Since 1900—makers of the famous Coleman lamps, lanterns, camp stoves, home heating and air-conditioning.

The Coleman Company, Dept. EM 351
Wichita 1, Kansas

I want to know more about how your heater line can increase sales and profits for me. Send your distributor's representative to see me!

Dealer's Name _____

Address _____

Town _____ Zone _____ State _____

A Special Report to the Trade

**Selling
Kitchens**

EVOLUTION
INSTALLATION
DESIGN
FINANCING
COLOR
BUILT-INS

Medium-income customers who want to save money by installing their own kitchens have doubled kitchen cabinet sales for the Gee Lumber Co., Chicago



THE SIMPLE assembly and low cost of knock-down kitchen cabinets displayed at the Gee Lumber Co. appeals to small home owners with monthly incomes of \$300-\$500.

They're Selling Do-It-Yourself Kitchens



VARIETY of merchandise sold at Gee Lumber attracts many people and makes any doorbell ringing or canvassing for kitchen cabinet leads unnecessary.

DRIVE your car in any new suburban neighborhood, full of small, box-like homes, and you are viewing the great potential market for the build-it-yourself kitchen. In addition to old home owners here is the haunt of the shell type home, that semi-finished edifice, a new idea since World War II, in which the customer puts in the finishing licks himself.

The Gee Lumber Company, out at 1726 W. 79th St., Chicago, stands in an area that was flat prairie a dozen years ago. Now, in any direction stretches a vista of ten thousand homes.

The Gee Lumber is actually an appliance store that sells every type of specialty connected with the home, including length lumber, potted roses and plumbing supplies. Its customers roll into the yard under their own power, brought by advertising in the *Chicago Tribune* and on radio programs. They all live in their own homes, and are picking up something, maybe a door lock, for the place. That is why Gee Lumber Co. does no doorbell ringing or canvassing to get leads for its kitchen cabinet business.

An offer to save 25 percent of the cost of the kitchen by doing it oneself

is the catnip that whets the appetite and causes prospects to ask questions. Most people start off with the mistaken idea that a wagonload of lumber will be dumped down on their porches and they are naturally leery of the whole thing.

Trade Time to Save Money

First fact sales manager Don C. Erickson brings out to them is that these do-it-yourself kitchen cabinets (Brammer) are pre-cut and put up individually in packages with a diagram that even a housewife can follow. If the prospect is willing to trade a little time for something he can easily do—and the American public all understand the use of hammer and screwdriver—he can save some money.

The typical customer for a knock-down kitchen earns between \$300 and \$500 a month. Eighty percent of these prospects live in old homes, and 20 percent of them are in shell houses. The man who is just building is not so much a factor. Average order consists of five to eight base cabinets, five to eight wall units, a sink and a Formica sink top.

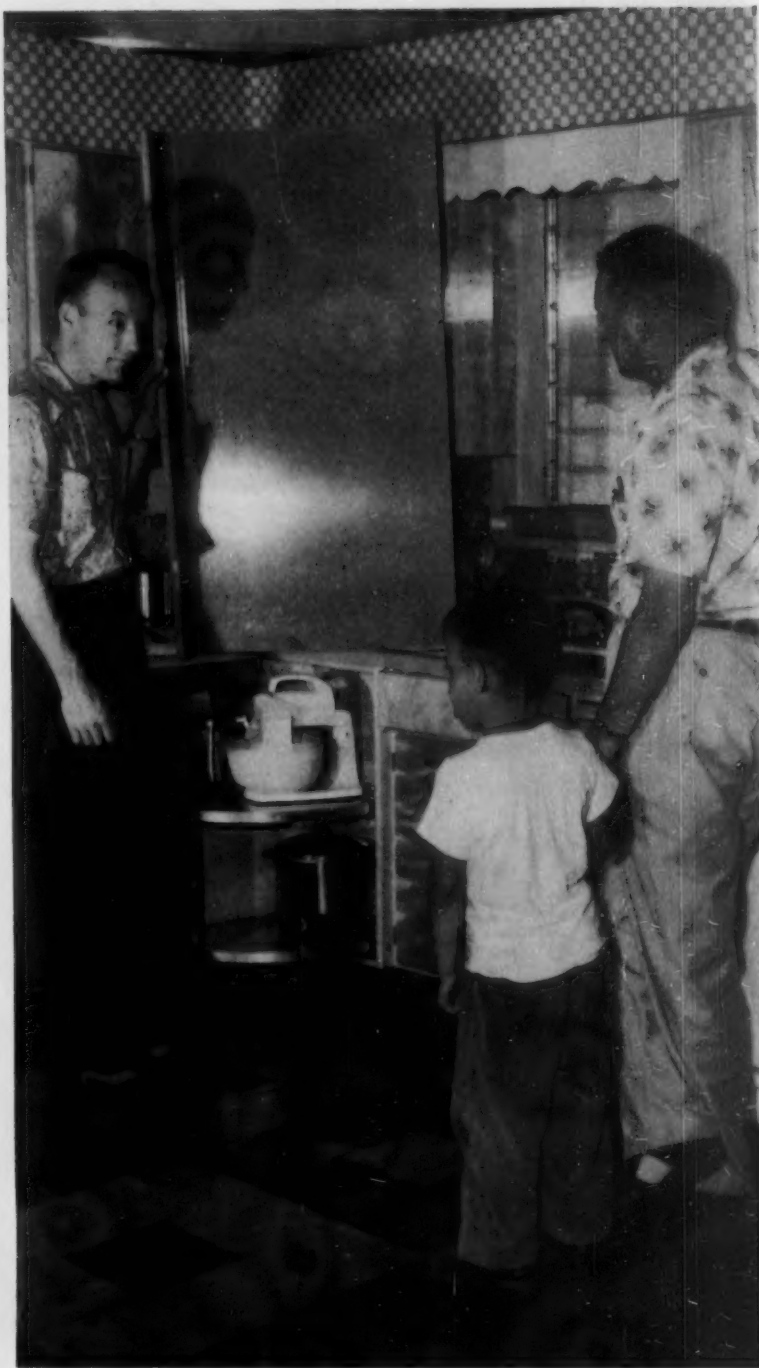
If Mr. Prospect is flush and hasn't any time, he will pay between \$600



FLAT PACKAGES of kitchen cabinets make it easy for customers to carry them home, relieve the company of delivery responsibility.



ANYBODY can use a screwdriver and a hammer, which are the only tools needed for assembling a dovetailed drawer, so even housewives can do the job.



SINCE FORMICA counter tops are not easy for the amateur to cut and fit, Gee Lumber usually provides them cut to measure.

and \$700 for cabinets in steel or assembled and finished wood. If he does it himself he will pay between \$450 to \$600 for the same thing in knockdown wood.

Don't Trust Customer's Measurement

The boys at Gee always try to get the names of visitors coming in for a look. Typical salesman routine is to call back on them, whip out a steel tape and ask permission to measure up and give the customers an estimate. Even when families measure their own kitchen and bring in the data, Don Erickson follows this procedure. The

figures of an amateur simply are not trusted.

That first visit is usually an in-and-out affair because the sink is often full of dirty dishes and the housewife is ashamed of the place. On the call-back at the husband-and-wife level, Don carries a kitchen plan worked out with rough measurements in it, drawn to scale. He gives what he thinks they should have and is ready to make any changes to suit the family's ideas.

He has a lot of pictures showing before-and-after jobs on other installations. He points out that the family can call at the Gee Lumber Co. within

three days, pick up and carry home their merchandise in their own car if they want to.

Screwdriver and Hammer Job

He tells them what they are going to need in the way of tools and they usually have them. Mounting the wall cabinets is the toughest job and one has to have a level. A family should get their sink in first, he says. The Formica top is tough to handle, particularly if the head of the house attempts to cut it himself. Accordingly, Gee Lumber has tops cut up to fit, ready to go.

Ten percent down closes the deal and 90 percent of these customers buy on time.

Monday and Thursday nights see about 75 percent of the deals closed, as husbands and wives come in then. Chief competition to this deal are the neighborhood carpenters who build kitchen cabinets from memory. There seems to be no major competition from higher priced lines.

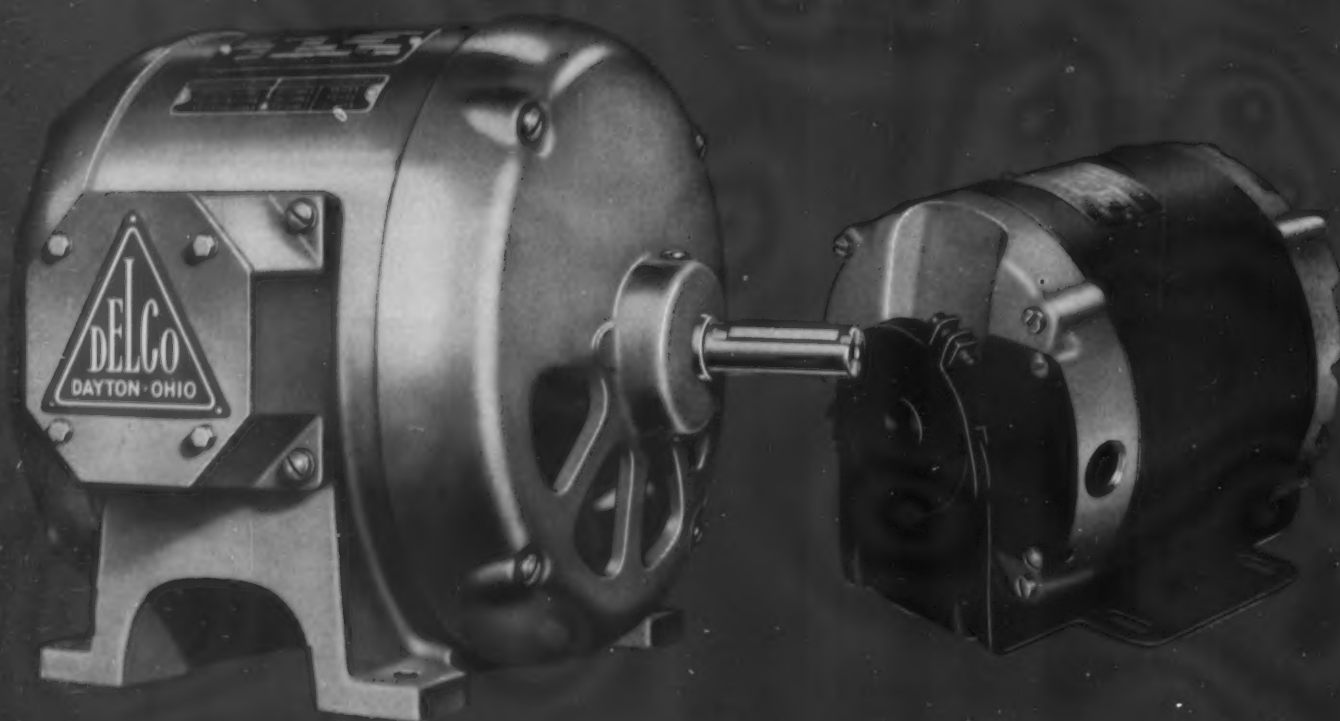
Gee Lumber Co. started selling knock-down kitchens in 1953. For the first six months of 1953 their volume was double that of the preceding year.

End



Four big reasons why

Delco



A FIFTH GOOD REASON

for stocking Delco Electric Motors is the strong Delco national advertising appearing in The Saturday Evening Post and Better Farming plus promotional support that will back you up through the year.

A GENERAL MOTORS PRODUCT

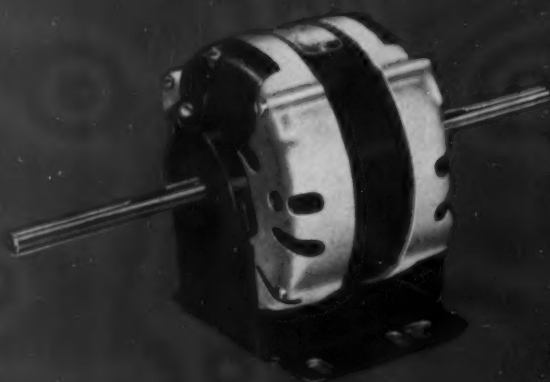


A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

it pays to stock and push

Electric Motors



AVAILABILITY

COMPLETE LINE

BROAD APPLICATION

RELIABILITY

There's a Delco Electric Motor for almost every use—in home appliances, in industry, on the farm and in home workshops—a complete line of dependable fractionals and integrals.

Delco's *complete* line offers you new opportunities to increase your electric motor business. There are Delco motors for nearly every home appliance—a ready-made replacement market. Delco's new line of home workshop motors is especially designed for the big "do-it-yourself" market. A wide range of special Delco farm motors power many farm jobs formerly done by hand. And

there's a Delco motor for almost every industrial application. Delco combines engineering precision and quality workmanship with the most modern production methods to assure *prompt delivery in any amount from a near-by distributor.*

The availability of Delco's complete line of motors and their broad applications add up to a big profit potential for you. Find out—by calling your electrical distributor—how easy it is to cash in on this big potential.

Delco Products, Division of General Motors, Dayton, Ohio.



DELCO *Electric* MOTORS

PRODUCT OF GENERAL MOTORS

Proved best by Performance!

Kitchen Center Salesmen



WIRING: An electrical sub-contractor figures the cost of wiring changes while the salesman-estimator takes notes. Kitchen Center always gets firm estimates in advance.



PLUMBING: It may be good for years if left alone, fall apart if touched. So the salesman is careful to point out the necessity for a complete new job.

Accurate Estimates Insure Their Kitchen Profits

A Special Report to the Trade

Selling
Kitchens

EVOLUTION
INSTALLATION
DESIGN
FINANCING
COLOR
BUILT-INS

- Low estimates mean a lot of jobs, but not much profit
- High estimates mean sales lost to competition
- So the Kitchen Center, Wilmington, Del., tries to hit remodeling costs on the nose with careful surveys and estimates of everything from parts to labor
- Result: plenty of kitchen jobs, plenty of profit for the firm

ANY dealer who submits a quick estimate on a kitchen remodeling job without considering potential on-the-job profit leaks will frequently find himself doing a big business at a tiny or nonexistent profit, according to Dave Berger of Berger Brothers Kitchen Center, Wilmington, Delaware.

In fact, with prospects shopping around more and prices at a competitive level, even the most experienced estimator—including himself—will find himself in the red or just breaking even on labor and materials once in a while.

To keep these mishaps at a minimum and assure a full profit on virtually all jobs, though, Berger has formulated some "do's" and "don't's" he's

found quite valuable in accurate estimating in this unique type of work.

"If our estimates were all over the lot, we'd get only those jobs where we were too low, and we'd make or lose a little. Only by hitting estimates on the nose consistently can we get a substantial number of jobs and still make a profit on them."

But hitting estimates on the nose, he admits, is easier said than done.

"Two jobs may be the same in layout and may require the same materials, yet may be hundreds of dollars apart in price," he says. "The condition of the building, walls, floors, plumbing, and many other factors involve hidden costs to be reckoned with. By spotting and figuring in all of these costs every time, we arrive at

a fairly accurate estimate. We get some jobs, we lose others. But when we finish a job, our fair profit is virtually always there."

Labor Costs Are Tricky

Two full-time outside salesmen who sell kitchens for Berger Brothers use the same estimating procedure Berger developed when he did a large part of the selling personally. Here's how the procedure works:

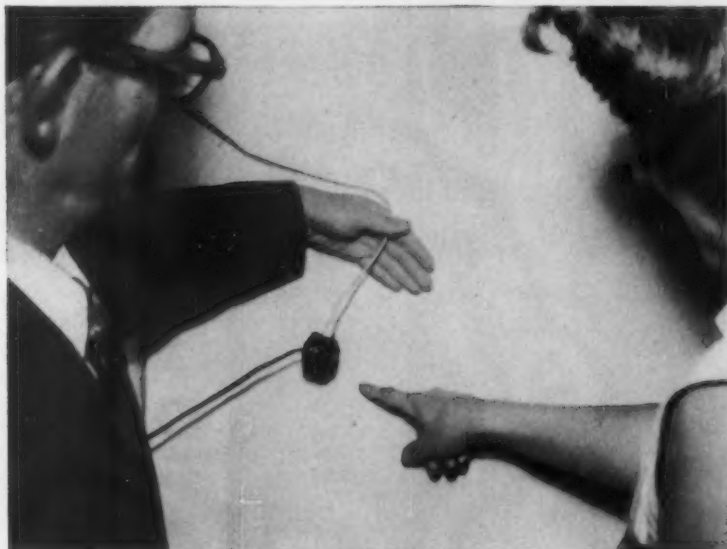
From the kitchen plan, the salesman makes a complete list of the equipment and materials to be used. All these are listed at retail selling prices. The mark-up on cabinets, appliances, and other items covers the overhead on the job. The labor, then, must be figured in at cost.

Estimating labor costs is, of course, the most difficult part of the estimate. Many kitchen contractors have simply given up the game and now figure a flat percentage of the materials costs as the installation expense, assuming it will all even out in the end. Sometimes it doesn't.

The Berger Brothers salesman doesn't guess. He goes through the kitchen, examines every part of it in detail. He's trained to find the hidden pitfalls that will add hours of labor to the installation. When he makes his estimate, it isn't perfect, but it's close. Here are some of the parts of the job that Berger Brothers checks especially closely:

Contour of Walls. Only 10 out of (Continued on page 212)

Survey Everything



DETAILS: Even the position and number of receptacles is precisely decided in advance and the housewife prospect is made to understand that later changes will cost money.



LABOR: Installing a garbage disposer will require some extra plumbing and carpentry in addition to plumbing. This, too, is figured into the Kitchen Center's estimate.



COMPLETE LISTS: Formal proposals containing complete lists of all materials and work to be done go out to every kitchen customer, are revised several times for accuracy.



COMPLETE UNDERSTANDING: In addition to receiving a formal proposal each customer is taken carefully through the plans and told she will be charged for any extras.

FLOORS: Under two or three layers of old linoleum may be a badly cracked or warped floor, unsuitable for tile installation. It saves to know in advance.

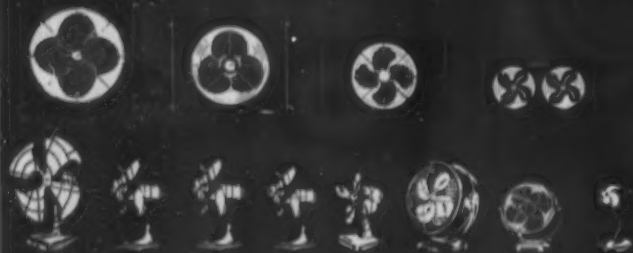
Keep Cool and Collect with

Big New



Featuring the exclusive
NEW RUBBER BLADE
Oscillating Fan

PLUS:



Insist on the Best...
Buy

Dominion
TRADE MARK



Kitchen Retailing Problems

CONTINUED FROM PAGE 103

\$1,034.82 in 36 months at \$28.75 per month.

The difference between simple interest and flat interest, as Mr. McCann explains it, is that simple interest requires payments only on that portion of the loan still outstanding while flat interest requires interest payments on the full amount of the loan over the entire repayment period.

Most dealers finance a substantial portion of their kitchen sales by one or more of these methods. The average, according to our survey, sells 54.8 percent of his kitchens on time. Asked what methods were used most frequently, open-end mortgages were named by 17.6 percent, FHA by 29.4 percent, remortgaging by 2.9 percent, and other methods (most of which are some form of regular time payment) by 53.9 percent.

Asked what method they prefer, 25.5 percent named FHA, only 9.8 percent like open-end mortgages, 36.3 percent said other forms of financing, and none at all like remortgaging.

THE PATTERN OF SALES

It's Big-Ticket Business. Very few dealers, only 10.8 percent of 102 kitchen selling respondents, sold more than 20 kitchens in 1954. Close to 60 percent sold 20 or less and 43.1 percent sold somewhere between one and 10.

However, it doesn't take many kitchens to add up to big volume. Kitchens priced between \$601 and \$1,500 accounted for 52.7 percent of the total number sold by the respondents, while those worth between \$301 and \$600 are counted for only 33.3 percent of total sales. Kitchens selling for less than \$300 were much more rare than those priced at over \$1,500—2.8 percent as compared with 8.4 percent.

Sales to Builders. Most of these dealers' sales were to consumers. Approximately one-quarter of them said that they sell to builders and 50 percent of these said that their builder sales account for less than 20 percent of their total volume. However, the 29.9 percent whose builder sales amount to more than 20 percent of total volume are evidence that there is builder business to be had if the dealer wants to go after it.

Color Vs. White. So far, at least, kitchen sales haven't been too much affected by the trend to color. Of the 95 dealers who sell steel cabinets, only 6.3 percent said most of their 1954 cabinet sales were in colors other than white; 2.1 percent said "some" were colored; 16.9 percent said "a few"; 72.6 percent said "none."

Obviously, with this small a proportion of color sales, colored cabinets don't yet present any inventory problem. Slightly more than 20.8 percent of the dealers handling colored cabinets say that they complicate inventory.

Growth of Built-Ins. The average kitchen dealer sold only 2.5 built-in (Continued on page 162)

NEXT YEAR'S RANGES NOW!

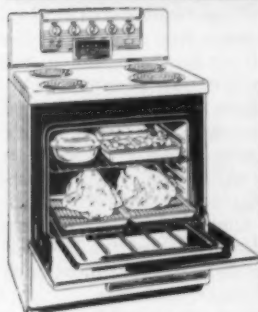
Admiral Announces World's Most Advanced
Electric Ranges... Superbly Engineered, Sensationally Priced!



40" Double Oven Model (4EH15)
the finest electric range made!

**these sales-making features
mean immediate sales action!**

- "Dial Any Heat"
- Rotary Roaster
- Even Oven Heat
- "Elevator" Broiler Rack
- New Automatic Timer
- New Microtube Units
- Dual Purpose Deep Well
- New Flex-o-grill (Optional)
- Tarnish-Proof Canyon Copper Trim



30" Model (3EH8) has
giant-size oven, but fits
smallest kitchens!



30" Deluxe Model
(3EH14) designed full of
better-cooking features!



King-sized Rotary Roaster featured in
Admiral's National Advertising



40" Model (4EL6)—
with big capacity for
low budgets!



40" Deluxe Model (4EH12)
with deep well cooker,
many quality features.

See your Admiral Distributor NOW
for full details on sensational New
1956 Admiral ELECTRIC RANGES

Admiral®

ADMIRAL CORPORATION, 3800 W. CORTLAND ST., CHICAGO 47, ILLINOIS

DAYTON WINDOW EXHAUST FAN

Kitchen Retailing Problems

—CONTINUED FROM PAGE 160—

ranges in 1954. Ten or more were sold by 10.7 percent, but none at all were sold by 51 percent.

Against this background of experience, it isn't surprising that only 14.7 percent of the dealers think that sometime in the future built-in ranges will be installed in more than half the homes buying ranges. A more conservative 18 percent think they'll go in half the homes, while 29.4 percent believe such installations will be limited to less than half and 30.4 percent feel that very few such sales will be made. Other built-in appliances, such as freezers and refrigerators, will have a place in future selling, but dealers don't go out on any limbs of optimism. Only 15.7 percent of the dealers think these other built-ins will be widely used; 9.8 percent think they may comprise half the sales volume; 49 percent think they'll sell occasionally; 18.6 percent think they'll seldom be installed.

GETTING THE KITCHEN INSTALLED

Who Does the Work? Most manufacturers recommend that kitchen dealers, particularly the smaller ones, subcontract their installation service. By and large, that's what most of them do.

Carpentry is farmed out by 53 percent, performed with their own employees by 25 percent. Carpenters are recommended by 15 percent and 23 percent let the customer solve his own carpentry problems.

A few more dealers do their own plumbing, 39 percent, but 49 percent subcontract it, 11 percent recommend other firms, and 13 percent let the customer handle it.

More dealers, 55 percent, do their own wiring, while 34 percent subcontract, nine percent recommend other firms, and 11 percent leave it to the customer.

Painting, as you might expect, is done by few dealers, six percent, while 56 percent subcontract it, 18 percent recommend other firms, and 31 percent let the customer worry about it.

What Are the Problems? The need for skillful estimating and installation was pointed up by the replies to our question on the most common installation problems. Nearly 60 percent of those dealers who sell kitchens said that their most common problem is non-plumb walls. The next most frequent trouble, mentioned by 41.2 percent, was uneven floors. Plumbing difficulties loomed largest for 26.5 percent, while 23.5 percent mentioned the mind-changing customer.

Nearly all of these problems point to a need for a very careful pre-installation survey of each kitchen job.

The three big problems of kitchen merchandising—selling, estimating and installation—can be solved, otherwise there wouldn't be so many dealers in the business and making a profit at it. How they can be solved is illustrated by the experience of the dealers described in the article beginning on page.

End



Provides More Room Comfort

AT LESS COST



IT'S A SELLOUT EVERY FAN SEASON

Sell the big, powerful 20" Dayton room cooler and ventilator priced for the mass market. Gets fast sales action because it provides the summer comfort features millions of apartment dwellers, home owners and business people prefer. And it is Underwriters' approved for safety.

Easily installed in 30 to 39" windows. Fan will exhaust large volume of hot, stuffy room air and replace it with cool, refreshing outside air.

Quiet 20" fan blade is powered with a 2-speed, dual-wound Dayton Fan Motor that will deliver 3000 CFM at top speed and 1540 CFM at low speed. Chromed blade guard. Sturdy steel panel, 22" high x 30" wide extends to 39". Baked ivory enamel finish. Recommended list price, \$46.50. Liberal dealer discount. Order a sample. Model No. 4F245.

Electrically Reversible

MODEL OF ABOVE WINDOW FAN WILL SOON BE AVAILABLE AT LOW COST. MODEL No. 4F252

SELL A LARGER FAN MARKET WITH COMPLETE DAYTON LINE



Dayton Fans

DAYTON ELECTRIC MFG. CO.
SALES OFFICE: 102 S. OAKLEY BLVD., CHICAGO 12

MANUFACTURERS of Dayton Fans and Blowers—Dayton Electric Motors—Teel Pumps and Water Systems—Speedaire Air Compressors



WRITE FOR
YOUR 1955
DAYTON FAN
CATALOG



NO IMPATIENT CUSTOMERS at Arnold's, where a National Cash Register provides fast accurate service with the National printed, itemized receipt.

MR. BERTRAM F. ROLAND, President, tells how he "got the better of us" below.

**"Our *National* System
saves us \$2,000 per year...
pays for itself every 10 months!"**

—The Arnold Co., Inc., Philadelphia, Pa.

As you read Mr. Roland's letter, keep in mind, results such as these are by no means uncommon with National Systems. He writes:

"Six years ago we bought one of your National Cash Registers for our counter sales. It seemed like a big outlay at the time, but if we had known then what we know now, we would have gladly paid you twice as much. We've been chuckling ever since about how we got the best of the deal.

"The register paid for itself inside of ten months. Since then it has given us savings of at least \$2,000 per year, and we figure we're more than \$10,000 ahead for having purchased it.

"We serve about 250 appliance, repair, and parts customers daily. Formerly we had to manually tabulate sales into departments, get a total, and check each repair job against a cash slip to make sure it was paid instead of charged. Filing all those records kept a girl busy. We don't need that girl now, because our National Cash Register automatically does the whole job in sixty seconds at closing time each day.

"We now know instantly how many sales were completed each day and which clerks made them. Impatient customers never have to walk out because a clerk is writing up a cash receipt for someone else. Receipt

forms printed on a roll of blank paper are only a fraction of the cost of other kinds. Cash shortages have been cut to a minimum and pinpointed."

If you want the advantages Mr. Roland enjoys with a National System, we suggest you call your nearby National representative for the complete story on what a National System can do for *you*. His number is in the yellow pages of your phone book.

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

949 OFFICES IN 94 COUNTRIES

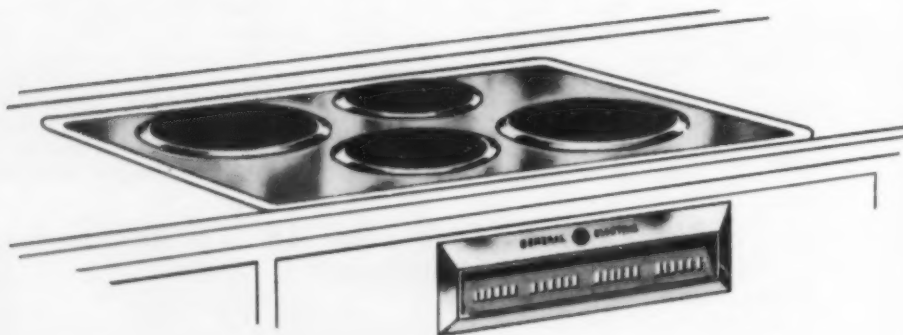


No other built-in range has



Oven holds huge meal. Same big size as all G-E master ovens. "Focused Heat" broiler, and new bake unit slide out for easy oven cleaning. Automatic built-in oven timer and electric minute timer.

G-E Calrod cooking units give the G-E Speed Cooking your customer is sold on. One is EXTRA-Hi-Speed. Widely spaced for large pans. Drip pans fit into bottom housing—easily removed through cabinet door.



Choice of mountings for pushbuttons . . . in front of cooking surface (see above) . . . or behind it on wall. Switch box fits between studs on 16-inch centers. Surface-cooking units fit 36-inch base cabinet . . . take about same depth as a single drawer.

all these de luxe G-E features

The famous G-E Speed Cooking your customers want... now in separate units for modern kitchens. Extra-wide (21-inch) oven, pushbutton surface-cooking, new Mix-or-Match colors.

Now... the famous G-E wide-front master oven... plus all the other speed, comfort, convenience features that make your customers want G-E ranges... in the flexible, modern built-in model and beautiful colors they want!

Sealed-tight, sink-rim installation... cooking surface is mounted flush with counter-top. Three Hi-speed and one EXTRA Hi-speed pushbutton-controlled Calrod® cooking units are widely

spaced, give room for largest pans.

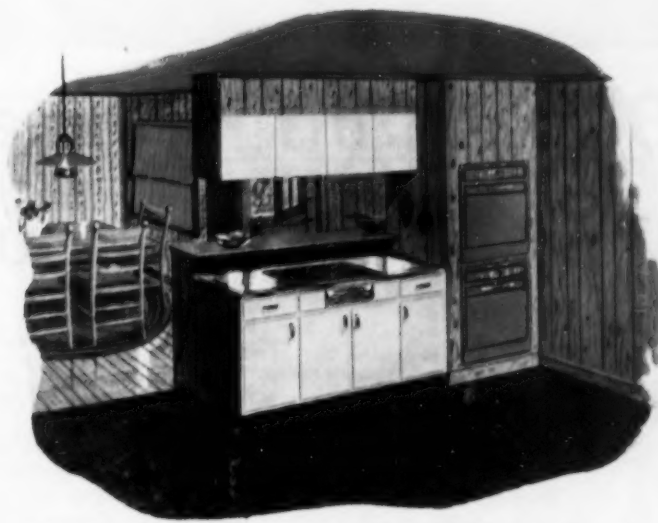
New waist-high "fashion" oven is lined with starlight grey enamel. Easy to clean. Control-panel with copper accent recessed out of the way... over oven. "Charcoal" type broiler, and new bake unit fully enclosed... no open coils. Automatic oven timer. See your G-E distributor or write: Range and Water Heater Dept., General Electric Company, Louisville 1, Kentucky.

G. E.'s Mix-or-Match Colors. G-E built-in ovens and surface units are finished in the following decorator colors: white, canary yellow, turquoise green, petal pink, cadet blue and woodtone brown. Surface unit also available in stainless steel.

Specially designed G-E Cabinets. Oven enclosure, top and base cabinets and surface unit front with or without opening for control panel made to accommodate G-E built-in ranges... available from your G-E distributor.



Cadet blue ovens and surface units in woodtone brown cabinets installed in a kitchen with matching blue floor covering. Note that the pushbuttons can be mounted off-center on the wall.



Woodtone brown of ovens harmonizes with wood paneling in this Early American kitchen. G-E range units, other major appliances and cabinets in Mix-or-Match colors make kitchen arrangements practically endless.

GENERAL  ELECTRIC



Better farming makes him a better customer for you!

Top farmers produce twice as much per acre, twice as much per man, as average farmers—and they *buy* twice as much to *live* twice as well. Our job is to keep top farmers abreast of the best—and to help *more* farmers become *top* farmers.

That makes more top customers for you. For what you sell is needed to achieve *better farming*.

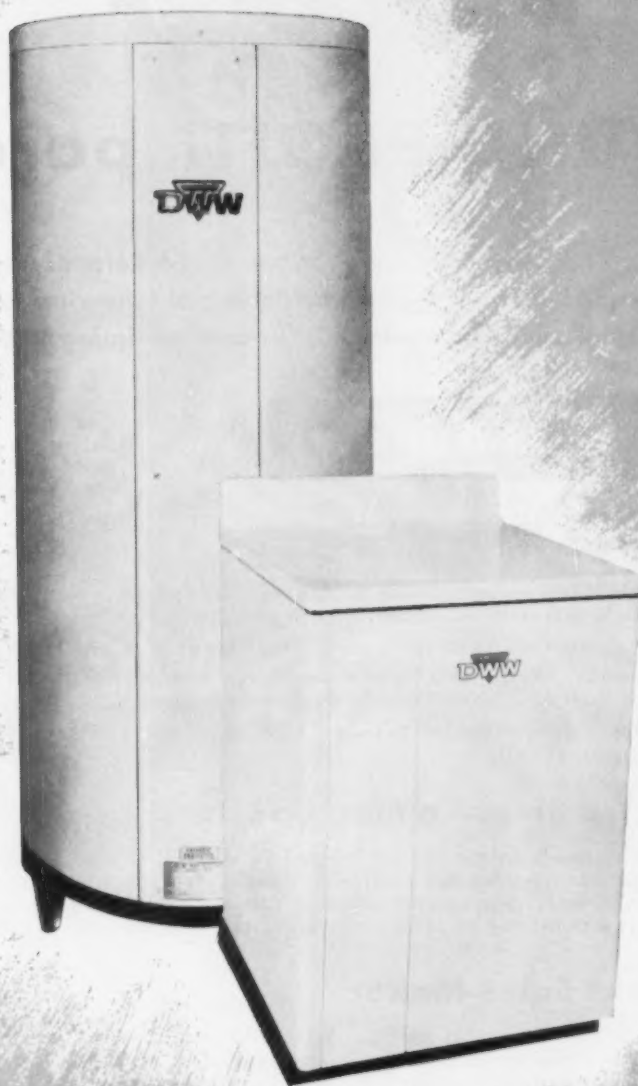
Better farming and better farm living . . . more sales to more prosperous farmers—that's what *Better Farming* means!

Now Country Gentleman's name
and aim are the same

A Curtis publication



Sales FORECASTS PREDICT



BIGGER WATER HEATER MARKET

With the water heater market on the upswing, DWW dealers are looking forward to quicker sales and bigger profits. That's because DWW's engineering superiority promises important consumer benefits that help you clinch sales faster. And every DWW delivers, too — with abundant hot water — slashed fuel costs and all 'round efficiency — so customers *stay* sold. DWW assures you rapid turnover and increased profits!

get your share of the growing water heater market with



automatic **ELECTRIC WATER HEATERS**

D. W. WHITEHEAD MFG. CORP.
1218 Walnut Ave., Trenton 9, N. J.

DWW Strong sales points include:

Easily removable porthole cover • Cathodic protection by magnesium rod • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Heat trap to prevent back circulation in piping • Double extra-heavy galvanized steel tanks • Underwriters' approved heavy wiring • Precision engineering • Upright models to conserve floor space, table-top for extra work space • Advanced design • Adjustable thermostats.

Exclusive baffle at cold water inlet prevents mixing of hot water with incoming cold, insuring constantly even water temperature, greater economy of operation.

- QUICK, CONSTANT HOT WATER
- LONG, TROUBLE-FREE SERVICE
- LOW-COST OPERATION
- HEAVY FIBERGLAS INSULATION
- MODERN, SPARKLING BAKED ENAMEL JACKET
- SAFETY AND CLEANLINESS

A TYPE AND SIZE FOR EVERY PURPOSE



Liberal 10 Year Guarantee on Extra-Heavy, Copper-Bearing galvanized Steel Tanks When Ordered With Cathodic Protection.

DWW manufactures a 1 Year, 5 Year, 10 Year and Stone Lined Water Heater.

NATIONALLY ADVERTISED

D.W. WHITEHEAD



V-M tape

... First in the **SOUND-PROFIT** parade!

PLUS Phono Sales too!

V-M's 990—World's smallest, lightest—and *finest*—three-speed automatic portable phonograph. Folded Horn Speaker. Famous V-M "Siesta Switch."® Two-needle Ceramic Cartridge. At sensational low price.....\$59.95*



—And Our New V-M Model 210—Destined leader of all low-priced portables! A trim, attractive "small fry" phonograph—with b-i-g phono power! Only \$29.95*



—The V-M 986 too! Smart, sleek, top seller! Three-speed. Automatic. Siesta Switch. Adjustable Tone Chamber. V-M exclusive "Lazy-Lite"® and 45 Spindle included. Top Profit Tip! \$86.50*



Sound off for e-x-t-r-a Sound Profits with the Voice of Music tape-o-matic! It's your leader in a parade of follow-up sales ... the spark plug that starts your customers wanting **MORE!**

Sales are on their way!

Here's Why

- 1 The V-M tape-o-matic is by far the most versatile tape recorder on the market today in this and considerably higher price brackets, with:
 - Ten exclusive features (many not found on top-priced recorders).
 - Professional "Response" in an ultra-modern home-styled cabinet. (And it records from ANY source of sound including magnetic cartridge pickups.)
 - Dual input, dual output jacks ... and YOU plug in here for extra sales! Model 700, \$179.95*

2 Extra Sales Coming Up!

The V-M Deluxe Console Speaker wanted by every V-M tape-o-matic owner! Turns their tape recorder into a matched "floor model" ensemble ... or becomes "number one" in a remote speaker system. A 12" 6½ oz. Alnico 5 permanent magnet speaker matched to bass reflex chamber. With 25' sound cord! ... \$46.50*

3 Next Sales-Maker

V-M's 936HF tri-o-matic® High Fidelity Record Changer! Plug it in ... let it play through the tape-o-matic amplifier for true hi-fi response—or record through the tape-o-matic for permanent high fidelity taped recordings of the family's favorite records. \$69.95*



... And Away We Go!

Into tape sales ... pre-recorded tape sales ... 33-45-78 rpm record sales—all those "extras" that make cash registers ring up record profits.

DON'T TAKE OUR WORD FOR IT. Talk to your V-M Representative. Get in touch with him today—and when you do, ask about the fabulous V-M PLEASURE-LAND Promotion planned for spring. It's '55's f-a-s-t-e-s-t—for extra-fast springtime sales!

*Slightly higher in the West. UL Approved.

-o-matic®



V-M Deluxe Console Speaker for the
V-M tape-o-matic Tape Recorder.

V M
CORPORATION
Benton Harbor, Michigan

the **V M** of Music

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS



It's great to be a Carrier
Room Air Conditioner Dealer!

Because Carrier Distributors
are extra helpful!

Not one of our Carrier Distributors would ever literally "light a fire" under a prospect. But they know plenty of *other* ways to put the heat on a customer! They're loaded, not just with sales savvy, but with *air conditioning* sales savvy! You see...

Carrier Distributors know air conditioning!

These men grew up in the air conditioning business! Twenty-five of them have been associated with Carrier for more than twenty years... nearly sixty of them for ten years or more! They're the industry's most experienced air conditioning distributors! And when you deal with them...

You have the Carrier name to sell!

Carrier doesn't make light bulbs, TV sets or phonograph records—*just air conditioning!* They're the people who know air conditioning best! And Carrier Room Air Conditioners show it... from slim silhouette styling to the weather-

armor cabinet... from corrosion-proof coils to the exclusive cooling reservoir!

Want to know more about the Carrier Room Air Conditioner... and what it's like to be a Carrier Dealer? We've made up a special issue of a magazine that's usually reserved for Carrier Dealers only... "Inside Carrier." It's packed with selling ideas and plans for 1955... plans which you should know about!

Look what you get from the Carrier Distributor!

- Financing and warehousing plans to ease your inventory problems!
- Four retail financing plans designed to make payments painless!
- Advertising and promotional plans custom-built to your needs!

Look at the products you have to sell!

The Carrier Room Air Conditioner illustrated below has universal appeal! Carrier was first with "multi-mounting." You can install the new 1955 Carrier almost flush with the sill; you can install it in basement, casement, wall, or even through a transom!

Mail coupon for GIANT "Inside Carrier"!

Carrier air conditioning refrigeration industrial heating

CARRIER CORPORATION, 318 S. Geddes Street, Syracuse, New York

I want that GIANT Room Air Conditioner issue of "Inside Carrier" and the name of my nearest Carrier Distributor. I'd also be interested in finding out more about:

- ☐ Carrier Residential Weathermakers ☐ Carrier System Weathermakers
☐ Carrier Self-contained Weathermakers ☐ Carrier Ice-makers

Name _____

Street _____

City _____

State _____



The Dealer's Place

CONTINUED FROM PAGE 117

John's of Tracy

This is Tracy's Answer to Planning and Designing

a little booklet here called "Primary Kitchen Planning," and believe it or not it is only 8 pages long. There are more illustrations than words. This is not supposed to do the entire job. You're supposed to go to the Tracy school and learn all about planning and designing before you get the kitchen planner. But it is a very good refresher. Then we have a book called, "The Instruction Booklet." Word for word, line by line, we explain how this is done. And the "Tracy a la Carte," a book of ideas shows how to invert a wall cabinet, how to use a dishwasher sink, the six different methods of turning a corner with the Tracy line, various sizes of ranges and refrigerators, various methods of treating corner wall cabinets, floor rounds, half-rounds. And we send to the kitchen dealers that own a kitchen planner, every month, without any cost to them, supplementary bulletins.

This kit also includes a professional drafting board with legs on it, and attached to it is a triangle, black master chart and also a piece of plastic. Also we have provided them with an eraser which we hope they don't use too often, masking tape, professional drafting pencil, and a little sharpener device here. Now here's the paper that we use to draw the perspective. It's made out of an imported German vellum. And there's an area here where we list the wall cabinets, the base cabinets, the major appliances, the counter-top material, the wall covering, the customer's name, and a place where the dealer can sign his name. This little bag of tricks holds the whole idea. This is the simplest method of drawing a floor plan in elevation without using a scale ruler. In other words, we feel that the dealer should have on file the floor plan and the elevation so that when the customer does buy this job, he'll be able to give this detailed drawing to the installer. And here is the perspective grid. There are jillions and jillions of lines that the architect and engineer both have to go through to make a one point perspective, and we've put it down on paper. *End*



**Now
look who's
softening up
customers
for you!**



CBS Television and Radio Receivers

You can't beat TV and radio for softening up customers, especially when TV and radio sets are what you're trying to sell.

Which is why, ever since sponsoring Arthur Godfrey on national television, CBS-Columbia has always backed up its dealers with major network shows.

Latest of these is "Life with Father," sponsored by CBS-Columbia every week over the CBS Television Network. "Life with Father" inspires 8,000,000 listeners weekly with a Dodger-like devotion; elicits fan mail like this: "Thank heavens CBS has enough insight to recognize that 'Life with Father' is one of the best programs on the air." And this: "A vote of thanks for this precious bit of Americana." And even this: "The womenfolk in our family are plugging for Father Day to show Mrs. Day a little more affection. They eat the show up. Praises be, we all thank you for 'Life with Father.'"

Sunday evenings over the entire CBS Radio Network, "Amos 'n' Andy" continue to exert their hypnotic sales influence. A recent survey showed that "Amos 'n' Andy" listeners are able to "play back" our commercials for CBS Television Sets with uncanny detail, including prices, screen sizes, and many technical features of superiority. *Tune in* to these programs; they're yours, and they're fun. And remember that every laugh is softening up a prospect who may walk into your store tomorrow morning, just asking to be sold. *CBS-Columbia — A Division of the Columbia Broadcasting System.*

Make your stand out in



product this picture!

GOOD HOUSEKEEPING FACT PLACK

provides missing link between
national advertising
and point-of-sale—
and the big clincher is

THE GUARANTY SEAL!

This FACT PLACK provides the missing link between your advertising in GOOD HOUSEKEEPING and the point of sale. It is a sales idea anybody can copy. No matter what you make, where you advertise or what you say, it will do you more good if you repeat your message where the buying's done.

**BUT—only products advertised
in Good Housekeeping can
clinch their claims with
the Guaranty Seal.**



This is an important clincher. When a product has all its selling facts listed on the FACT PLACK—with the Seal to remind customers that GOOD HOUSEKEEPING stands behind every claim with a money-back guarantee—you've got an unbeatable combination.

Good Housekeeping

THE HOMEMAKERS' BUREAU OF STANDARDS
57th Street at 8th Avenue, New York 19, N. Y.

10,650,000
readership

★ SEE WHAT ADVERTISERS SAY ABOUT THE FACT PLACK

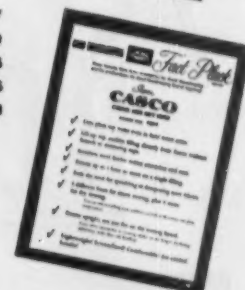
"Fact Placks (1) provide information to consumers; (2) provide answers to uninformed salesmen and clerks. Our experience indicates that both results were achieved..."

Richard J. Wall,
New York Wire Cloth Company
New Canaan, Conn.



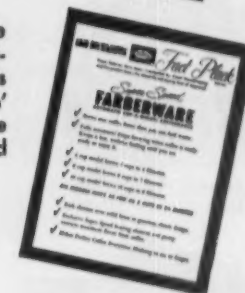
"The most effective single display and promotional piece we have used to date... Congratulations for the assistance the idea has given us in the sale of our Steam and Dry Iron."

Harry B. Davis,
Ass't. Vice-President &
Sales Manager,
Casco Products Corporation
Bridgeport, Conn.



"I believe that this point-of-sale device is one of the best ever offered by any magazine. It serves me as an ideal 'silent salesman'... also enables us to capitalize on the prestige of the Good Housekeeping Seal."

Arnold J. Wasserman,
Advertising & Sales
Promotion Manager,
S. W. Farber, Inc.
New York, N. Y.



Other Fact Plack users include: Ben-Hur Freezers, Blackstone Laundry Appliances, Kling Furniture, Morse Sewing Machines, Regina Twin-Brush Polisher & Scrubber, Alexander Smith Rugs & Carpets, Universal Gas Range, Bendix Television, Bridgeport Copperware.

This is the power behind the FACT PLACK



31,000,000 WOMEN KNOW...
THE PRODUCT THAT HAS IT, EARNS IT



The FACT PLACK is just one of many ways in which the Guaranty Seal can be used to sell at the retail level. The complete program is included in the POWER PACKAGE, individually tailored to your needs, designed to help retailers sell your products. Let us show you how it can work for you.



"Glamor-Grill" with multi-purpose cover

ROPER "America's Finest Gas Range"

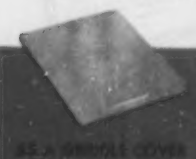
so easy to use . . . so easy to clean

In ROPER you give your customers a *full measure* of cooking benefits. In the popular "Glamor-Grill", for example, you provide a convenient grilling and frying service without an equal. • Talk about this handsome bright-finish griddle with 5-speed heat indicator, large concealed grease tray, ease of cleaning and other advantages. It's a popular, fast seller.

Ask About Roper's Beautiful "Sun Tone" Accents



GRIDDLE COVER USED AS A SPLASH GUARD



AS A GRIDDLE COVER



AS A SERVING TRAY



AS A COOKIE SHEET

- Roper Automatic Gas Ranges
- Roper "arrANGLeable" Built-In Automatic Gas Cooking Units
- Roper "Dry Age" Automatic Gas Clothes Dryers

I'm Interested in The Roper Franchise!
 Geo. D. Roper Corporation, Rockford, Ill.
 Send full details on ROPER Gas Appliances, including franchise information.

Company Name.....
 Individual's Name.....
 Title.....
 Street Address.....
 City..... State.....
 EM355

GEO. D. ROPER CORPORATION • Rockford, Illinois

ask about Roper's "Packaged" selling plans

hard-hitting Advertising Programs for your use

increase Volume and Profits with Roper

The Dealer's Place

CONTINUED FROM PAGE 119

The Appliance Dealer's Role

everybody is doing-it-yourself, or they think they are, and it's certainly much easier to hang a wall cabinet or slip in a base cabinet, or even to install a sink than it is to take care of some of the other major appliances that have even more headaches. And there is no service beef in this kitchen business.

Armstrong Well, one of the problems that has kept dealers from doing a better job with dishwashers, which never in history have sold more than 260,000 units a year, is the installation problem. Where do you get a plumber? Where do you get an electrician? Or, if you do sell the dishwasher and you try to get a plumber to install it, he's sore because he didn't sell it himself. And while the dealer might be able to get a plumber if he really went to work at it, in practice, it hasn't worked out that way. The dealers say they can't get plumbers. Now when you come to installing a complete kitchen, you've got plumbing, you've got wiring, you've got carpentry, you've got floor laying, painting and decorating. All those factors enter into it. Now what I'd like to hear from you gentlemen is some expression of the best ways for a dealer to go at this problem so that he has the minimum headaches for himself.

Mitchell I would like then to counter with a question, and my question is how does the general line dealer get his washing machines and water heaters and other appliances installed? Why can't he use the same services for installing the dishwasher, the sink, the cabinets, etc.?

Armstrong Well, in metropolitan areas where you've got centralized service agencies, you can use the centralized service agencies.

Mitchell How about the outlying dealer? He does his own installing in most cases, I believe, of the other major appliances. It seems to me that if we could remove the fear of installation of kitchen equipment, that that man is of broad enough knowledge and he's handyman enough to go out and install a complete kitchen just as he does any of those other major appliances that we've mentioned. It's simply getting the story across to him, proving by experience that it is easy to install a kitchen. End

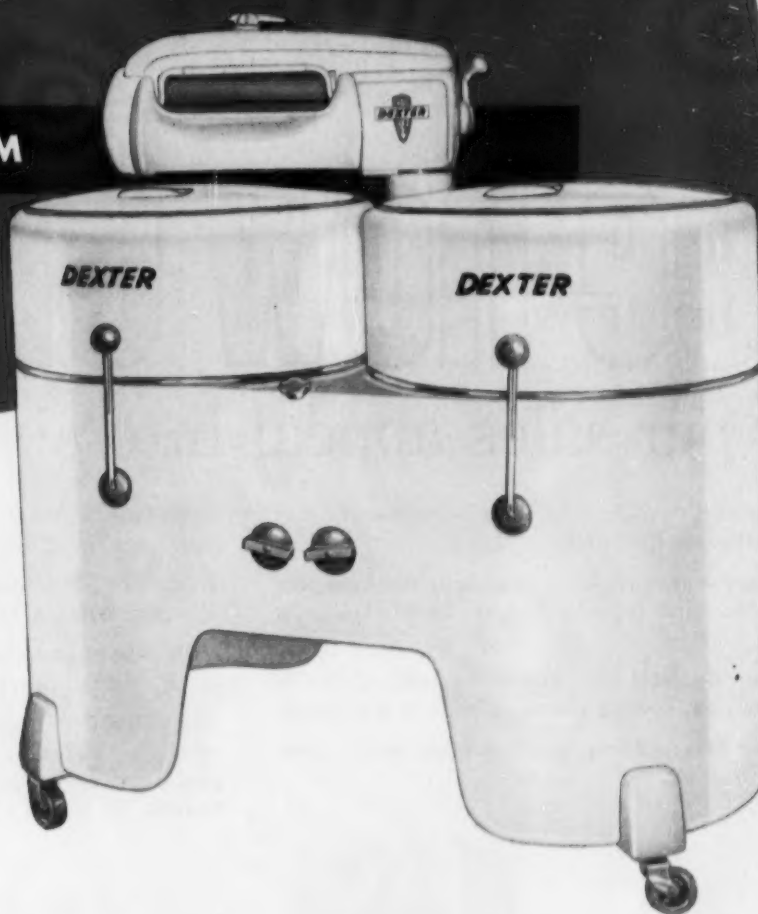


"GOOD EVENING, MISS FURNESS"

ASK YOUR DEXTER DISTRIBUTOR'S SALESMAN ABOUT THE

DEXTER SPRING PROMOTION

A SIZZLING HOT PREMIUM



**NEW
Display
Kits**

Plus A Traffic builder that really pulls!

DEXTER DIVISION

PHILCO CORPORATION • Fairfield, Iowa



see how Gibson

has put sales appeal into air conditioners!

It's a *complete* line—*completely loaded* with features that help you write up the order!

Every dealer wants features that help the customer make up his mind to buy. And that's what Gibson gives you:

Push Button Controls that give a finger-tip choice of fresh filtered air, cool or warm, at high or low speed.

Gib-Sun-Air Ozone Lamp removes stale odors, gives mountain-fresh air, *cool or warm*.

Draft-Free Circulation, thanks to adjustable louvers that put the air overhead where it prevents drafts.

Electrostatic Dust Magnet Filter removes dust and pollen. It's permanent, simply wash and reuse!

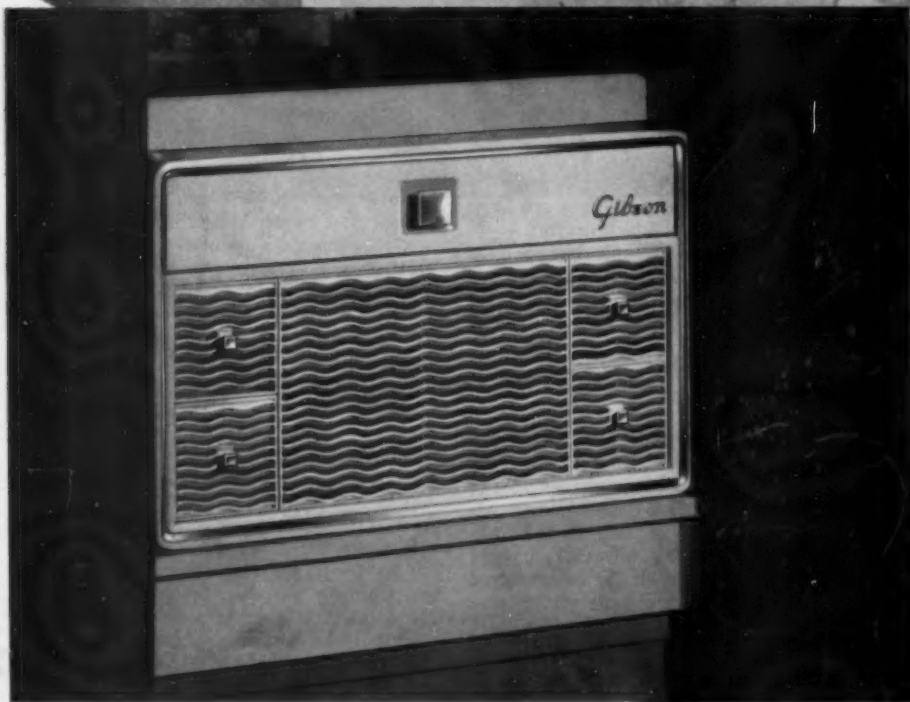
Multi-Mount Installation that permits flush mounting or any desired interior projection.

And you'll find dozens of *other* good sales points in the complete Gibson line of room air conditioners! Complete line, did we say? We did—standard and deluxe models, $\frac{3}{4}$, 1, and $1\frac{1}{2}$ H.P.

New!



Now you can cash in on the profitable self-contained air conditioning business, with 2, 3 and 5 H.P. Gibson Air Conditioners for residential and commercial needs! These great new air conditioners have a water-cooled condenser...capillary refrigerant control...adjustable air vents...convenient controls and duct connections...package-type system that slides out for ease of servicing.



Send in the coupon for full details!

Gibson *

REFRIGERATOR COMPANY, Greenville, Michigan

Please send me complete information on Gibson Air Conditioners

Name

Firm

Street

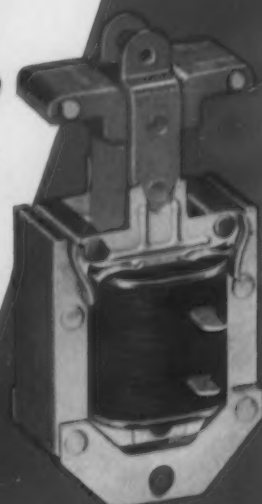
City State

☐ Room Air Conditioners ☐ Self-Contained Air Conditioners

78 years of experience and millions of satisfied customers mean you can always rely on Gibson
refrigerators • electric ranges • food freezers • air conditioners

Don't Gamble Service Profits

USE GENUINE Whirlpool REPLACEMENT SOLENOIDS



Water Pump and
Two-way Valve Solenoid



Hot and Cold
Water Solenoid



Agitation - Spin
Cycle Solenoid

Prevent profit-eating service call backs... and protect your service reputation... by always using Genuine Whirlpool automatic washer solenoids. Laboratory tests prove Whirlpool solenoids last an average of 4 times longer than "off-brand" solenoids on the market... even though they look alike. Here's the reason. Genuine Whirlpool solenoids are designed to original Whirlpool quality specifications... with more wire turns to carry the heavy load... and vacuum impregnated with wax to seal off damaging moisture.

Why jeopardize your service profits... and customer good-will... by using inferior replacement parts. Be sure by seeing your local Whirlpool dealer, distributor or A. P. J. A. parts jobber for quality Whirlpool parts... quickly available.

service division

WHIRLPOOL CORPORATION • St. Joseph, Michigan
Clyde, Ohio • LaPorte, Indiana

THE WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS

Who'll Sell the Built-Ins?

CONTINUED FROM PAGE 122

out nor does he need the broad training required to be a successful builder. He should have an attractive floor display in his store and it's helpful if he can set up a separate built-in kitchen department.

The cost of such a department need not be high. Some dealers report they have spent no more than \$100 on design and materials. Others, of course, have spent more. Many dealers have their floor displays so arranged that they are completely mobile and can be moved from one position to another to illustrate layouts.

Become a Prime Contractor

In what seems to be the ideal situation, the appliance dealer acts as prime contractor (see chart) and farms out his work to carpenters, masons, electrical contractors, plumbers and other tradesmen whose services are needed. (According to this magazine's kitchen survey, 53 percent of kitchen-selling dealers subcontract carpentry, 49 percent plumbing, 34 percent wiring, and 56 percent painting.)

The appliance dealer estimates and quotes prices on the whole job to be done and he is responsible for their work. This sort of operation requires that one or more men be trained to estimate and sketch the new or remodeled kitchen and then supervise the work of the subcontractors.

At first, this sounds like a complicated process but it need not be. Kitchen specialists surveyed agree that an appliance salesman with no engineering or architectural training at all can usually be trained to do adequate kitchen planning.

Naturally, it is helpful if the kitchen planner has some drafting ability and sense of good color planning and tasteful arrangement. Some smaller built-in kitchen specialists show customers rough sketches of suggested layouts and then have a full-color drawing (about \$15 each) of the one selected made up by an outside commercial artist.

The final proposal should be submitted to the prospect in writing for his approval. It then becomes a binding contract.

Fitting the Pieces

In the best laid plans for a modern kitchen, there is nearly always the problem of how to fit cabinets and appliances of fixed standard dimensions into areas that vary greatly in shape and measurement.

Now, kitchen planners have the added problem of a myriad of colors and various metallic or wood finishes to contend with. What's to be done?

A new organization, the Built-In Kitchen Appliances Manufacturers Assn., has been formed by nine manufacturers. Purpose of the association is to bring about industry-wide cooperation in the promotion of built-in appliances and coordination of marketing practices. Probably one of the big

problems to be solved is standardization of sizes.

There is some standardization in appliances now, to be sure, but dealers constantly run into problems of sizes that simply won't fit together. Variations in built-in even sizes make it impossible for cabinet manufacturers to build even shells that will fit more than two or three brands. If wood cabinets are used or if the walls are partially finished in brick or stone, such problems become less acute.

Color presents an even knottier problem. No two blues or pinks are the same hue and, while contrasting colors are sometimes desirable, several shades of the same color are not.

This situation may resolve in several directions. There may be some standardization of colors by manufacturers, though this seems unlikely. There may be an increased use of metallic finishes—copper, stainless steel, brushed chrome—and this seems probable. The full line manufacturers may stand a better chance in the remodeling market because they offer all appliances in the same colors, and some of them count heavily on this factor.

Profits

Many dealers in the built-in kitchen business rely almost entirely on the sale of appliances and other related products for their profits. The subcontracting to tradesmen is considered as a service to the buyer. If a profit is made, fine. If not, the dealer is content with his average of 40 percent on merchandise.

Price-cutting or discounting isn't a factor yet and some dealers think it never will enter the kitchen modernization field. One dealer said, "I just can't quite visualize any ads offering 'Up to \$300 for your old kitchen, regardless of age, make or condition'."

It seems unlikely that discounters can operate in a business that requires the planning and discussion that go into a major kitchen remodeling job.

Cost to the customer varies widely, of course, according to the amount of work that is done and the appliances that are bought. Some homeowners want to do part of the work themselves and dealers report that this can work out to everybody's satisfaction.

Said one dealer, "If a guy wants to do the painting, or tiling, or even cabinet installation work, that's OK with me. I just make it clear in my proposal that this work isn't my responsibility and let him go ahead. I can still make money."

There's additional profit in traffic appliances. Once again the credit factor becomes highly important. Many dealers say that customers will order additional housewares at the time a kitchen is remodeled because the cost can be included in a home improvement loan.

Somebody's going to get the built-in kitchen business. It can easily be the appliance dealer. **End**



smashing deal from TRACY introduces new **PIC-A-DOR** sinks

...world's first sinks with sliding doors and endless color possibilities—priced to retail like regular white with full dealer margin

*available in 54" and 66" stainless steel top;
54" and 66" porcelain-top models*

Biggest sink news in years! Now, for the first time, safe, convenient, modern, *sliding doors*. Yet these sensational new Tracy Pic-A-Dor sinks cost no more than ordinary sinks . . . give you full dealer mark-up. Hurry! Move in on this deal fast!

*perfect companion to new
Tracy Pic-A-Dor cabinets*

They go together, they sell together, they add up to big, multiple profits for you—Tracy Pic-A-Dor sinks and Pic-A-Dor cabinets. Remember, sliding cabinet doors, too, can be any color, yet Tracy's streamlined sales plan means no inventory problems for you.



Tracy KITCHENS

free promotional package starts you selling

Ask your distributor about Tracy's complete kit of high-impact sales helps. Kit includes:

- Colorful Mailing Pieces
- Wall Poster
- Big, Colorful 18" x 36" Window Banner
- Day-glo Wobblers
- Powerful Pic-A-Dor Sink Ad Mats

GET THE COMPLETE STORY! MAIL THIS COUPON TODAY!

Dept. EM3, Tracy Kitchens Div., Edgewater Steel Corp.
P.O. Box 1137, Pittsburgh 30, Pa.

Please rush more information on your new Pic-A-Dor sinks and cabinets.

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____

come on along with the big things coming from Tracy!

RECORD

Caloric

ADVERTISING

spearheaded

by

four-color

pages

in

LIFE

Plus regular campaigns

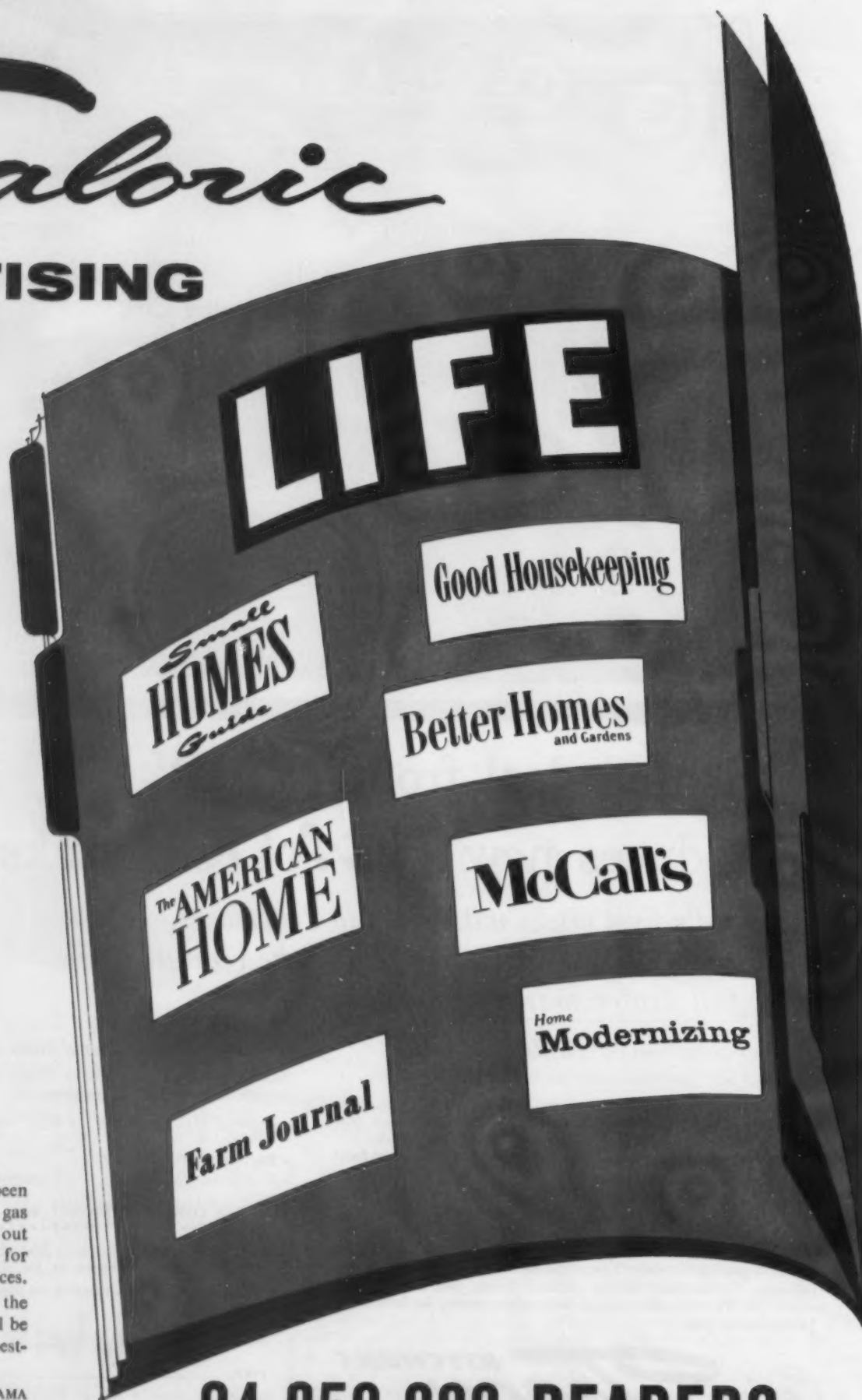
in these great

sales-making magazines

Consistently for years, Caloric has been the biggest national advertiser in the gas range industry. Now, Caloric is pulling out all the stops with record advertising for its colorful, master line of fine appliances.

Four-color pages in LIFE lead the parade. And regular big-space ads will be appearing consistently in America's best-read, best-selling magazines.

Use the great Caloric RANGE-O-RAMA and Merchandiser described on opposite page, to tie-in your local promotion with Caloric advertising. RANGE-O-RAMA means record sales for Caloric dealers from coast to coast.



94,850,000 READERS

**THIS GIANT
CALORIC MERCHANDISER
PLUS**

RANGE-O-RAMA

the unique integrated merchandising plan and calendar for all your advertising and merchandising:

BILLBOARDS • NEWSPAPER ADS • RADIO

CAR CARDS • DIRECT MAIL • TV • FILMS

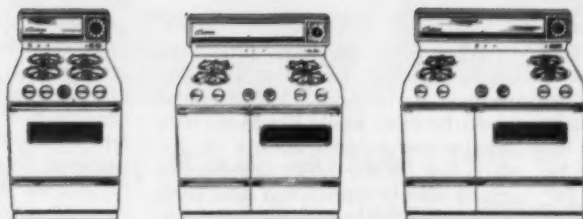
DISPLAYS • THEATRE ADVERTISING

TELEPHONE DIRECTORY LISTINGS

In this one giant comprehensive Caloric MERCHANDISER, you'll find the complete package...everything you need for local promotions.

And RANGE-O-RAMA helps you to use your advertising more efficiently than ever before, and thus to sell more Caloric ranges in 1955.

It's just off the press! Get the whole story! Send coupon today for Caloric MERCHANDISER and the great new RANGE-O-RAMA with your promotion calendar.



ALL THIS TO HELP YOU SELL MORE CALORIC RANGES IN 1955!

Caloric Appliance Corporation, Tipton, Pa.
Dept. EM

I want to hear about RANGE-O-RAMA. Please send (or bring) me the great new Caloric MERCHANDISER with RANGE-O-RAMA.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

heat and grease problem.

Oddly enough, the more modern the kitchen work center, and the greater the number of work saving appliances installed, the more immediate the need for good ventilation becomes. Installation of such increasingly popular appliances as the clothes drier or the automatic dishwasher are prime examples of this need for they bring with them to the kitchen greater concentrations of humidity. What then are the types of kitchen venting devices to consider in doing away with these fourfold problems, heat, odors, grease, and humidity?

The Basic Types

Four of the most commonly used fans for kitchen usage are the wall type, the ceiling type, those for cabinet installation, and the hood variety. ELECTRICAL MERCHANDISING estimated that aggregate sales of all these types in 1952 had amounted to perhaps \$85,000 units, with an average price tag of \$32.50, and total retail sales of \$19,012,500. By 1954's end new companies were bringing out kitchen ventilators, and annual sales had reached 825,000 units with an average price of \$37.50, and a gross valuation of almost \$31,000,000. This represents a percentage increase over 1953 of 9.4 percent for unit and 17.2 percent for retail value. With total industry sales of all types for 1954 estimated at 6,735,000 units this means that kitchen ventilating fans alone were accounting for 12.2 percent of the industry's sales.

The hood type ventilator consists basically of an enameled hood, so manufactured as to extend over the entire width of the range, and protruding in front sufficiently to trap all fumes and heat rising from that unit. Mounted so as to provide sufficient headroom for the housewife the unit's blower is ducted through either the sidewall or roof of the home. Cabinet types are essentially similar in location requirements in that they must be mounted in close proximity to the stove, their chief flexibility being their ease of mounting in existing storage facilities located above the range. With present day trends in streamlined decoration both of these types enjoy strong consumer popularity, and ELECTRICAL MERCHANDISING estimates that their sales in 1954 amounted to almost 25 percent of all kitchen ventilators sold.

Of all the types of kitchen ventilating fans sold the wall type is the one most popular with the consumer. A great part of this well deserved popularity may be explained by the ease and flexibility of installation since they can be utilized in any type of wall construction, or in any part of the room. Equally important is the relatively low cost of such a unit. In common with the other types of kitchen ventilators, the wall variety will perform best when placed in a position close to the range itself, and high

enough to avoid trapping a layer of heat between its level and the topmost point of the ceiling itself. Some sources indicate that the kitchen with a dishwasher or laundry equipment the ceiling type of ventilator may be preferable, in any event its utility, particularly in low ranch houses, is at once apparent.

Other Types

Still another type of ventilating fan suitable for use in the modern kitchen is worthy of mention. These are the portable window ventilating types. Because these units are portable and self-contained their use becomes particularly important to the consumer who may wish to utilize them in different rooms of the home. Thus the window ventilator may serve as a kitchen exhaust unit during the day, and be used to cool a bedroom during the night.

What about Installation and Maintenance

One of the most important factors to be remembered in the installation of all types of kitchen ventilating fans is that they operate on an exhaust principle. To do their most effective job of air changing they should be placed close to the range or other appliance to be vented. In addition it is highly desirable that air should move towards the fan from as great an area in the kitchen as possible. Thus in all cases where practical a correct installation procedure will require that sufficient replacement air be available to take the place of that vented from the kitchen. Possibilities in this direction lie in the use of fireplace flues in older homes, and in some cases even the cracks around doors or windows will be adequate to enable the ventilator to do its most efficient work.

Considering the important service that kitchen ventilators perform, they ask little in return. Most units are equipped with completely enclosed motors which materially reduce the fire hazard from grease deposits. Detachable plates and grids make for easily accomplished periodic cleaning of the unit's blade and housing, and manufacturer's directions contain instructions regarding the occasional oiling required. Manufacturers of the larger hood varieties have also facilitated the same ease of cleaning, and of the replacement of filters in those units where they are standard equipment.

The Place of the Dealer

Fans, particularly in the past several years have come to be a bigger and bigger factor in the selling plans of most dealers during the hot weather months. While because of the essential cooling function performed by most types of fan this seasonal sales characteristic is a valid one it is not completely true of the kitchen varieties. Of all the types these perform a function which is as impor-

tant during the winter months as during the summer. Indeed it might be said that their function becomes even more important during the winter when the normal homeowner keeps doors and windows tightly battened down, and when the necessity of venting kitchen odors and greases is even more critical than during the summer.

Thus the dealer with a complete kitchen planning service may find it expedient to foster some extra promotional effort on these units during the winter months. And for those less interested in actual installation work, the manufacturer has provided grist for the "do-it-yourself" market with completely packaged units which contain all necessary parts for the homeowner anxious to do the job himself.



THE PAINT PICTURE

IN an article which appeared in May, 1952, *Prospects from Paint*, ELECTRICAL MERCHANDISING first explored the possibilities existent in a paint sideline for the appliance dealer, and found the prospects good. Today, with the "do-it" trend firmly established, and with paint sales in 1954 reaching an all time record high in excess of \$1,400,000,000 the prospects seem even better.

The paint manufacturers, while reluctant to antagonize traditional outlets for their product, are generally agreed that there is a place for the appliance dealer as an outlet for their product. Typical of recent comments received by ELECTRICAL MERCHANDISING is one from the sales manager for a leading manufacturer, "We have been doing business with appliance dealers over a long period of years and can see no particular pitfalls for one who desires to stock paint. Rather the contrary—we feel that by stocking a well known, extensively advertised paint line, an appliance dealer is definitely benefiting his business." Still another agrees, but tempers his comment with the remark, "A successful paint business cannot be built without a strong advertising and promotion program, particularly because the appliance dealer is not a natural paint outlet."

The Product Itself

What types of paint should the appliance dealer handle in an initial venture in the field? Manufacturers understandably would like to see both interior and exterior finishes on the shelf, but for the dealer interested in keying sales to appliances a basic stock might well exclude the exterior fin-

ishes and emphasize those paints which are adaptable to the kitchen alone. For this latter purpose, in a room where temperature and moisture play a considerable part in the stability of the finish, and where surfaces become soiled and must be frequently washed, flat paints should be generally avoided. In their stead the industry recommends either a semi or full-gloss oil base paint, or one of the modern, hard shell enamels. These types with their high durability and resistance to grease fumes and dirt, avoid the drawbacks of the flat finishes which, though they are washable, are not easily washable, and generally need repainting at much more frequent intervals than the harder finishes.

Industry estimates indicate that perhaps 80 percent of all interior painting is done by the homeowner today without the aid of professional outside helpers. Equally important to the dealer is the fact that home painting and decorating has become a twelve-months-of-the-year activity in contrast with its more seasonal trends of a quarter century ago. With the average appliance dealer's understandable interest in improving foot traffic in his place of business the addition of a well known and well advertised paint line could well help in increasing customer traffic. In addition there is an increasing trend on the part of the appliance manufacturer towards paint products and promotional material which key the appliance itself to the use of integrated products and colors in the actual kitchen installation or modernization work.

General Electric plans on making available, through nationally known paint manufacturers, "Mix-or-Match" colors keyed to their colored appliances. Made with G.E.'s glyptal alkyd resins the product will match not only the appliances themselves but also the company's plastic surfacing material, Textolite.

Youngstown Kitchen's recent kitchen planning book provides the dealer with examples of color matched products including Gold-Seal floor coverings; Kem-Glo enamels; and Formica cabinet tops. Frigidaire, with refrigerators, ranges and other major appliances available in Sherwood Green and Stratford Yellow have distributed decorator styled booklets indicating Duco enamels of various colors which would harmonize agreeably with their product in actual installation, and Kelvinator has made available through their own franchised dealers paints whose colors duplicate exactly the shades used on their products.

With colored appliances and cabinets gaining in consumer popularity in the months ahead it is conceivable that more and more of this type of helpful literature pointing up particular brands and matching shades to be used with the basic appliance

(Continued on page 187)

*Ladies'
Home*

JOURNAL

*March
1955-35¢*

The Magazine Women Believe In



**In this issue: The Journal's
"More House for the Money" portfolio
means more money for appliance dealers. See next 2 pages ...**

Printed in U. S. A.
Copyright, The Curtis Publishing Company



In this KITCHEN

NO

Traffic Jams!

Journal editors like: a large, airy kitchen where practicality and convenience go hand in hand with beauty. That's why they dressed up this kitchen in colors, finishes and materials that are easy to care for, and fresh as a flower garden to look at . . . sea-green cabinets with a baked-on enamel paint, turquoise vinyl-asbestos floor tiles accented with a white grid pattern, fadeproof trellised wallpaper, painted split-bamboo blinds.

Let's step into the floor plan and see how it keeps congestion to a minimum. There's a place for preparing food and serving meals, a place for planning menus, sorting bills, telephoning grocery orders. There's a convenient laundry a few short steps from the cooking zone, and a work center with an expansive garden view for supervising indoor work and outdoor play at the same time.

Coat hooks and cupboards installed in the utility wing furnish a mudproof corner where children can hang up jackets, put away toys as they come in from play. Utility-service entry detours market-delivery traffic from the kitchen work areas.

Above:

Convenient line-up in cooking center: First, a six-burner range with two ovens, not likely to be outgrown by even a big family. Next, a dishwasher in color to match the cabinets, followed by a sink and more storage space. Then a mixing counter, and below it a pull-out shelf handy for sit-down work of all kinds.

Right:

Giving storage in narrow space are two banks of matching wall cabinets. Open end of counter shelters a step-up stool and a useful wheeled cart.

The Journal's
MORE HOUSE
FOR THE MONEY
Portfolio #1

Kitchen news:

● Sound-deadening ceiling is new glass-fiber tile with surface of plastic film—doesn't need painting, is fireproof, can be washed with sudsy water.

● Light fixtures flush with ceiling have wide-angle lenses that diffuse light. Frames are hinged so new bulbs can easily be put in.

● Cabinets are a newly available stock color in wood with durable oven-dried paint finish.

● Floor, greaseproof, with custom look, is vinyl-asbestos tile separated by white stripping $1\frac{1}{2}$ " wide. Tile colors are brighter and clearer than ever, and strips make it possible to carry out a personalized design.

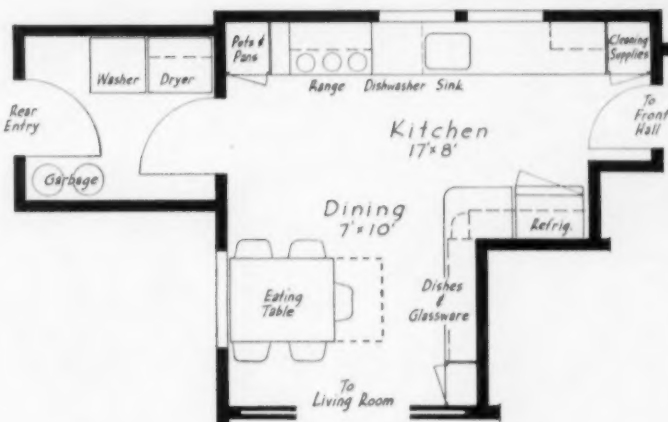
● White surface behind the work counters is a prefinished paneling which provides a greaseproof and waterproof expanse of wall.

● Another practical white surface, the table top of hard plastic that resists scratches and stains under heavy family use.



Tall cupboard is 21" wide. Three used in kitchen (one for cleaning gear) free walls for window space.

Table at terrace window can be lunch, homework or entertaining center. Drop leaves down, table measures 40"x22". Leaves up, spread is 40"x72" and eight people dine handsomely and with elbow-room. For terrace dinners, the open window is a pass-through. Table serves handily as a buffet-server.



Plan shows main kitchen area, with dining at one end. Laundry is in a separate wing. Layout of rooms provides good view and ventilation.

Built-in Convenience PLUS



Large refrigerator has freezer below for 122 pounds of frozen food, daily foods handy above.

WAIT!

**YOU MAY BE QUIZZED
ON THE TWO PREVIOUS PAGES...**

Did you study them carefully?



Women, many of them customers of yours, will be asking questions like those when the March Journal appears on the stands. Take another look at that idea-ful "No-Traffic-Jams" kitchen on the two preceding pages and be ready with the answers.

Women *respond* to the Journal, *believe* in the Journal...and you're the one they'll turn to for specific buying information.

Remember—HALF YOUR WOMEN CUSTOMERS READ
LADIES' HOME JOURNAL!

● Never underestimate the power of the No. 1 magazine for women...

*Ladies'
Home* **JOURNAL**

A CURTIS PUBLICATION

Related Products

—CONTINUED FROM PAGE 182—

will make their appearance soon.

What About Inventory?

Industry spokesmen believe that an initial stocking of a complete line of paint products by the appliance dealer would require an investment of from \$600 to \$900. This figure would include necessary sundries that the dealer should stock such as thinners, solvents, brushes and roller applicators. A selection of paints keyed to kitchen redecorating alone would run to a lesser figure, but should include the sundries mentioned above. Gross margins for paints seem to fall most generally in the range of 40 percent at suggested retail prices, with the product being sold both through distributors and direct from manufacturers.

What are the colors most often used in the kitchen? The National Paint, Varnish and Lacquer Association found in a recent survey that yellow and white were the leaders with 1 out of 4 kitchens favoring yellow, and 1 out of 5 favoring white. Actual percentages of favored colors showed yellow-candy-maize, 25.2 percent; white-off white, 21.1 percent; green-chartreuse, 18.3 percent; blue-blue-green, 9.2 percent; pink-rose, coral, 5.1 percent, and gray, 5.0 percent.

What does a typical appliance dealer think about handling paints? ELECTRICAL MERCHANDISING's "Prospects from Paint" (May, 1952) answered that question in the words of dealer Rex McCully, who stated, "actually, our sideline of paints requires very little effort to sell. Even if a customer comes in just to buy a quart of paint 30 percent of them end up buying other items. Paint requires little in the way of display space, and little effort to keep the department in good shape."



Wall Coverings

ONE of the most interesting, and from a strictly utilitarian angle, most practical of post-war kitchen modernization trends has been the rapid growth in the development and sale of new wall covering materials. These products, of particular value in rooms which are subject to changes in humidity, include tiles of various compositions, coated wall fabrics and papers; and rigid and flexible sheeting. It is probable that with the exception of paint, wallpaper and wall fabrics enjoy the greatest consumer popularity for the covering of large kitchen surfaces, and the manufacturers have responded to this demand

(Continued on page 190)

1856

1955

this is
No. 1
of a series

"Your folks, too, started with a Fairbanks-Morse water system!"

Mornings-minded young moderns will never regret installing a Fairbanks-Morse water system in their new home or remodeling plans. It means ensuring themselves of dependable, trouble-free water service for many years! It means avoiding the profitless drudgery of hand pumping and carrying water for every home plumbing in your bathroom, kitchen, laundry and farm use!

If means convenience and comfort—modern plumbing in your bathroom, kitchen, laundry and farm use—that keep you young and protect the family's health!

And, install a Fairbanks-Morse electric water heater and a Fairbanks-Morse water softener at the same time your Fairbanks-Morse water system is installed!

Your Fairbanks-Morse dealer will have a plan of financing that can help you install one, two or all these right away! See him now for estimates of the true benefits! Write for a copy today! Address: Fairbanks-Morse & Co., 600 South Michigan Avenue, Chicago 5, Ill.

FAIRBANKS-MORSE
a name worth remembering when you want the best

Why it's profitable to be a Fairbanks-Morse dealer!

Continuous National Advertising!

Fairbanks-Morse ran its first national advertisement 99 years ago. Since then it has continued to back its dealers with desire-creating advertising in leading farm and home service national magazines!

The accumulative effect of Fairbanks-Morse advertising upon each generation is not the only advantage a Fairbanks-Morse dealership offers you.

Get facts firsthand!

It costs you nothing but a few minutes' time to learn why more than 5,000 businessmen now sell Fairbanks-Morse products. Drop us a line on your company letterhead today. Fairbanks, Morse & Co., 600 S. Michigan Avenue, Chicago 5, Ill.



FAIRBANKS-MORSE

a name worth remembering when you want the best

WATER SYSTEMS • GENERATING SETS • MOWERS • MAGNETOS • PUMPS • MOTORS • SCALES • DIESEL LOCOMOTIVES AND ENGINES

More Profit Builders

- ☆ the most workable, dealer-approved cooperative local advertising plan;
- ☆ effective eye-stopping, point-of-purchase displays, etc.;
- ☆ movie trailers, T-V spots, radio scripts;
- ☆ complete lines—enable you to meet any competition—satisfy any customer;
- ☆ ample margin of profit; no overloading;
- ☆ guarantees against defects in materials and workmanship;
- ☆ superior factory service—your customers' problems are ours;
- ☆ assurance of fast delivery of repair parts from nearest of 42 factory branches;
- ☆ you'll sell quality products—the kind that find a market even in leaner years!

"USE-TESTED BY McCALL'S"



SEEN HERE TO SELL HERE



Because they *believe* in McCall's, the more than 12,000,000 women and their families who read it each month will *believe* in McCall's USE-TESTED tag and the statement McCall's makes about every appliance to which it is attached... "We used it... and we like it!"

This means that women and their families are *pre-sold* on the performance values and advantages of appliances that bear McCall's red-and-white USE-TESTED tag.

To them this tag stands for the integrity, expert judgment and the reliability of McCall's famous Test Rooms. For more than 25 years, experts in these Test Rooms have studied appliances of all kinds and judged them on their performance, ease of operation and use qualities. The tests and reports of these experts have furnished the authoritative basis for the outstanding editorial features on appliances that appear regularly in McCall's.

HERE'S WHAT McCALL'S "USE-TESTED" TAG DOES FOR YOU

- It presents specific reasons to buy, not a vague general endorsement.
- It provides retail salesmen with convincing fingertip "sales-talk"—based on actual use testing of your product.
- It is a direct endorsement of the use values of your product by authoritative homemakers—the editors of McCall's.
- It enables you to do a **DOUBLE SELLING JOB...**

SELL the use values of your product to all shoppers at the point of sale!

RE-SELL shoppers already pre-sold through your advertising in McCall's!

**If you'd like to put your name on this tag—and this tag on your product—see the man from McCall's!*

McCall's

Copyright 1954, McCall Corp.

"USE-TESTED BY McCALL'S"

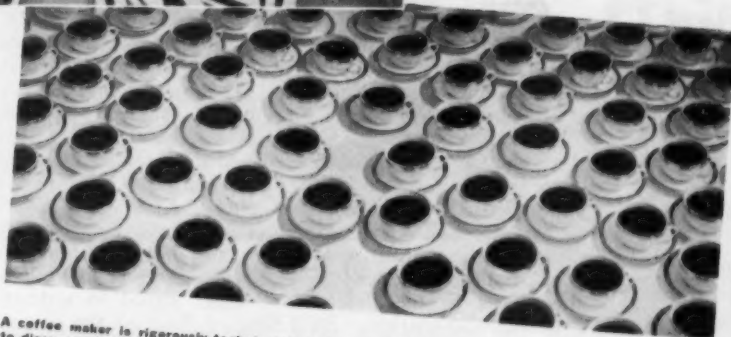


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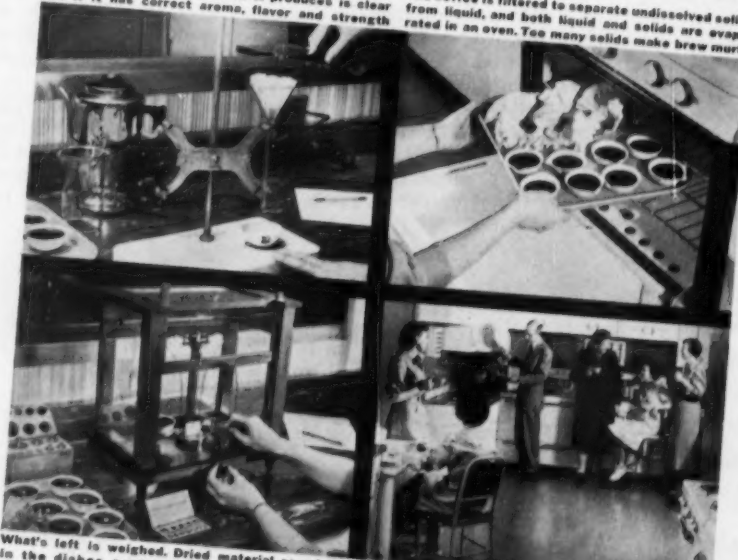
USE-TESTED
by McCall's

"we used it and we like it!"

*New guide for appliance shoppers—
the tag that tells
what McCall's found out*



A coffee maker is rigorously tested at McCall's to discover whether the brew it produces is clear and if it has correct aroma, flavor and strength. The coffee is filtered to separate undissolved solids from liquid, and both liquid and solids are evaporated in an oven. Too many solids make brew murky.



What's left is weighed. Dried material remaining in the dishes contains flavor oils and other residue that give coffee its flavor and strength.

The final test is in the tasting. Staff members sip, compare, consider and repeat the performance until the verdict is reached—and then passed on to you.

Going shopping? Keep your eyes open for this new McCall's USE-TESTED tag, which in increasing numbers is being attached to appliances in the stores. Its unbiased information answers your question "How will this particular model work in our home?"

As the tag you'll be seeing on appliances explains, "In McCall's Test Rooms we test a great variety of new appliances and products. We use them to cook meals, wash clothes, clean rooms—just the way you do in your own home. That's why, when we have tested a product and like it, we believe you'll like it too."

Behind the tag lie twenty-three years of product-testing in McCall's super-equipped, specialist-staffed test rooms. Usually our findings are used in the magazine itself. Now, because there are so many new appliances with so many new features, McCall's has decided to be on the scene while you shop, bringing you the facts with this distinctive USE-TESTED tag.

"We used it and we like it" means what it says. Every item gets a scientific going-over from the technical point of view. But most important are the use tests in which conditions duplicate as closely as possible those in the average home.

In a washing machine, for example, grimy clothes are washed in both hard and soft water. All types of appliances, from giant freezers to two-cup coffee makers, are use-tested by McCall's. The reports are summarized on the tags.

"It's an on-the-spot buying guide," says Elizabeth Sweeney Herbert, McCall's equipment editor. "Manufacturers are doing a fine job of informing the buyer. But we feel there's an over-the-shoulder role McCall's can and should play. We hope this tag gives women and their families facts they can understand and that will help them when they shop."

● This full page editorial feature appears in three colors in March McCall's. With exciting articles like this in McCall's—read by more than 12,000,000 women and

their families every month—you'll get powerful editorial pre-selling for your appliances that are "USE-TESTED by McCall's".

Copyright 1954, McCall Corp.



It's knowledge that wins!

Knowledge is power. It's needed for "selling" spouses—as well as other labor-saving conveniences. How's your knowledge? Can you point out to your customers the merits of your merchandise? One of the most important sales points of a product is the material it is made of.

For example, not everyone knows the unusual advantages of the Porcelain Enamel finish on the products you sell, so have your story ready. Here are four of the most-commonly-asked questions and the correct answers:

- Q.** Is porcelain enamel a baked-on finish?
- A.** No. It is made of glass-like minerals and is permanently bonded to the base metal at high temperatures (1550 degrees F). At this point the molten porcelain enamel actually fuses to the red-hot special enameling iron.
- Q.** Is porcelain enamel damaged by heat?
- A.** Since it won't melt under 1000 degrees F, Porcelain Enamel will withstand any temperature it is likely to encounter in home service. It will not burn; such things as forgotten cigarettes can't harm its hard glossy surface.
- Q.** Are special precautions required for cleaning?
- A.** No. Porcelain Enamel is not rubbed away by ordinary kitchen cleansers used to remove grease or stains. It is one of the easiest of all surfaces to keep clean. There are no tiny pores to collect dirt or moisture.
- Q.** Will it stain or discolor?
- A.** Most Porcelain Enamel today is acid resisting, and is not affected by fruit juices, alcohol, or common household chemicals that often stain or attack other types of finishes.

Remember these selling points for Porcelain Enamel on Armco Enameling Iron. Your customers will have greater confidence when they know that parts of the new appliances or housewares they buy are made of this "World's Standard Enameling Iron"—nationally advertised for more than 40 years.

ARMCO STEEL CORPORATION
915 CURTIS STREET, MIDDLETOWN, OHIO



Sheffield Steel Division • Armco Drainage & Metal Products, Inc. • The Armco International Corporation

Related Products Mean Extra Sales

CONTINUED FROM PAGE 187

with a wide variety of coverings of this sort which have plastic or other types of coating on their surfaces. McCall's, in a recent survey among their readers on kitchen remodeling plans, found 71.4 percent of the respondents favoring paint as the basic wall covering, while 29.1 percent favored wall paper. Wood paneling was mentioned as the third choice, 13.7 percent, and linoleum, 12.4 percent. Tiles of all sort, plastic, ceramic, composition and glass registered 25.8 percent, with plastic types accounting for 12.1 percent of that figure.

Plus and Minus Factors

Manufacturers of some of these products are showing an increasing awareness in the place of the appliance dealer as a sales outlet. Not all of those queried by ELECTRICAL MERCHANDISING responded with the same enthusiasm, but some were outspoken in their agreement that the dealer whose interests ran toward kitchen remodeling might well find a good sideline potential in wall coverings and tiles. As mentioned earlier in this article many appliance manufacturers are helping to foster this trend with promotional efforts which point up the sale of colored appliances in conjunction with coordinated side products for use in kitchen decoration. The Crosley-Bendix division of Avco, in their new kitchen planning kits include samples of Wall-Tex, an oil-paint-treated fabric wall covering produced by the Columbus Coated Fabrics Corporation. An additional example of this trend is the mention of Varlar wall coverings by Youngstown Kitchens in their kitchen planning material.

For the dealer wall paper or fabric of a type suitable for the kitchen appears to present no particular pitfalls or stocking problems since most manufacturers of these two products are willing to supply sample books show-

ing the various available patterns. This eliminates the need for heavy inventories of patterns which might well gather dust on dealer's shelves for months, since deliveries of the customer's chosen sample can usually be made on short notice from distributor sources. Of equal interest from a space conserving standpoint is the fact that many of these same wall coverings are now on the market in pre-trimmed and pre-pasted versions, neatly boxed and ready for immediate use by the buyer. As regards profit ratios several manufacturers of better known brands indicated markups in the neighborhood of one third.

Tiles—What Kind?

Where once the homeowner was restricted to ceramic tiles, the post war product revolution has brought a rash of new tile products to the fore. These include such varieties as enamel on steel, porcelain on aluminum, ceramic coated aluminum, plastics, and the newly popular copper and stainless steel types. All of these carry with them a certain amount of required installation know-how, ranging from the strictly specialty work required for the ceramic varieties, to the easily handled plastic types which are suitable for use by the consumer with a minimum of instruction. Even that minimum of instruction has been amply outlined on the pages of consumer magazines in various forms for several years, and manufacturers provide booklets designed to instruct the prospect and self-sell the product. For those appliance dealers anticipating installation work as well as sale of the product, several manufacturers advise that appropriate factory courses in techniques are available.

Wall tiles are another product which require little display space. One manufacturer, Vikon Tile Products, whose line includes all of the tile

(Continued on page 194)



"... AND IF YOU'RE NOT COMPLETELY SATISFIED JUST RETURN THE MERCHANDISE AND WE'LL REFUND YOUR MONEY AND WISH WE'D NEVER DEALT WITH YOU!"



**returns of
less than 1/2 of 1% prove...**

New Low Prices!

18", \$59.95 retail

22", \$79.95 retail

REVERSIBLE WINDOW FANS

Trim beauty to attract... extra cooling power per blade size to satisfy! In minutes these powerful fans have cool breezes whisking through several rooms. Quietly exhaust hot, stale air, pulling in cooling breezes. Reversed electrically, they circulate fresh air. Two speeds, intake and exhaust. Silver gray. Easy to install, with a screwdriver. Guaranteed 5 years.



**New Display Spotlights
both 18" and 22" fans!**

Polished aluminum tubing, 34" wide, 78 1/2" high, 26" deep. Order No. R-DC25/34 from your distributor!

People stay sold on Robbins & Myers quality!



**Only \$78.05 retail
CASEMENT WINDOW FAN**

You'll find a waiting market for this beauty! It's tailor-made for casement windows—the perfect answer to a long-felt need. Twin 12" fans force stuffy air out, pull cool air in. Reverse electrically to circulate fresh air. Two speeds, intake and exhaust. Silver gray. Fits standard 3-light casement window. Panel available for 4-light. Guaranteed 5 years.

**Only \$54.95 retail
NEW HADDOCK FAN**

Nothing here is borrowed from the past! Here's striking, clean-cut, modern design, sure to attract—and sell! Big 12" blades lift cool air from the floor, provide full 360° circulation. Recessed 3-speed switch on top. Super-safe styrene grille. Has four interchangeable sections. Sturdy steel frame permits use as a table. Guaranteed 5 years.

After 58 years of nothing but quality, people *believe* in Robbins & Myers Fans. They know they can depend on them for outstanding performance, tried and true dependability. All of which is a plus for you! You put an end to costly service problems and keep every dollar you make. And you make more money, more *friends*, because you've identified yourself and your store with quality. Why settle for less?

You'll need a good, healthy stock to meet the demand! Powerful ads will pre-sell your prospects through the Saturday Evening Post, American Home, Home Modernizing, and other popular magazines. Call your distributor today!

Ask Your Distributor for the New Full-Line Catalog!

A colorful new catalog to help you sell! 16 full-color pages of fans for every need, every purse. Table and pedestal models, window fans, ceiling, attic and exhaust fans, air circulators. Keep this silent salesman handy to help customers sell themselves!



**ROBBINS & MYERS FANS
for 1955**



Robbins & Myers, Inc., EM 35, Fan Division,
387 So. Front St., Memphis 2, Tenn.

For action on both sides of NO OTHER MEDIUM THE SELLING

Tribune advertising gets more sales action these four ways!

1.

Reaches the largest audience!

The Tribune is read by hundreds of thousands more families than are reached by any other Chicago newspaper. Tribune readers buy the bulk of the appliance store merchandise sold in Chicago.



2.

Read by your best prospects!

Chicagoland families turn to the Tribune as their primary source of shopping information when they are ready to buy because they know it contains by far the largest selection of offers of home merchandise.



3.

Delivers greater trade impact!

A schedule in the Tribune equips your salesman with a powerful sales argument to use with dealers who know from experience the Tribune's superior ability to produce cash register results.



4.

Gets more dealer support!

Dealers step up their backing of your line by merchandising your Tribune advertising in store and window displays. They know such tie-ins help them increase store traffic and attract more pre-sold prospects.



YOU OWN THE STRONGEST CONSUMER FRANCHISE IN CHICAGO . . .

appliance store counters... CAN MATCH POWER OF THE CHICAGO TRIBUNE!

SALES POWER that gets more action on both sides of appliance store counters goes to work for you at once when you advertise in the Chicago Tribune—Chicago's basic source of buying information and the No. 1 hard lines medium of consumers, retailers and manufacturers.

For proof of the Tribune's greater selling ability look at the advertising record of your own industry. As the chart shows, general advertisers of appliance store products invest more advertising money in the Tribune than in all other Chicago newspapers combined.

You use Tribune sales power most effectively when you base your advertising on a Tribune consumer-franchise plan. Designed to fit your specific situation, it can make every dollar of your midwest promotion budget more productive.

A Tribune representative will be glad to show you how the consumer-franchise plan has helped others and how it can help you get the sales volume and market position you want in Chicago. Why not call him today?

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago
A. W. Dreier
1333 Tribune Tower
Superior 7-0100

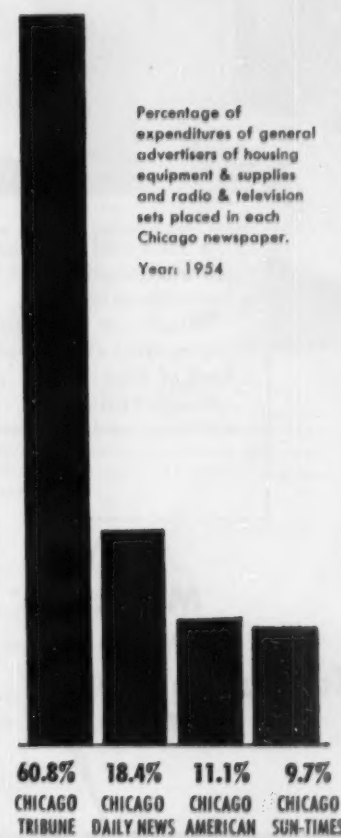
New York City
E. P. Struhsacker
220 E. 42nd St.
MUrray Hill 2-3033

Detroit
W. E. Bates
Penobscot Bldg.
WOodward 2-8422

San Francisco
Fitzpatrick Associates
155 Montgomery St.
GArfield 1-7946

Los Angeles
Fitzpatrick Associates
3460 Wilshire Blvd.
DUmkirk 5-3557

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.



WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!

**COLORED
CABINETS**

Twirl-O-Matic

Adjustable Shelves

Platter Grooves

**AIR CONTROL
UNIT**

Bonderized Finish

Dry Storage Cabinet

Nylon Bearings

Open their eyes and close the sale

with **LYON** features



• How well you know it . . . features sell merchandise. And that goes double for kitchens!

When you sell LYON steel kitchens, you're miles ahead when it comes to the kind of features that clinch sales. The AIR CONTROL UNIT (for ventilating kitchen) . . . a Lyon exclusive that house-

wives rave about. LYON KITCHENS IN COLOR is another potent sales builder. And these are only two of many features that pave the way to big sales.

Let us give you the complete story of this year's hottest kitchen line and a direct-to-dealer policy that means real profit on every sale you make.

**MAIL
coupon
for complete
story**

LYON METAL PRODUCTS, INC., 321 Monroe Ave., Aurora, Ill.

Gentlemen: I want proof that the Lyon Direct-To-Dealer Kitchen Cabinet policy can mean bigger profit to me . . .

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

BY _____

A PARTIAL LIST OF LYON STANDARD PRODUCTS

- | | | | | | | | |
|-------------|--------------------|---------------|------------------------|---------------------|------------------|-----------------|---------------|
| • Shelving | • Kitchen Cabinets | • Tool Tots | • New Freedom Kitchens | • Flat Drawer Files | • Folding Chairs | • Service Carts | • Tool Stands |
| • Lockers | • Cabinet Benches | • Bar Racks | • Display Equipment | • Revolving Bins | • Coat Racks | • Sorting Files | • Shop Boxes |
| • Stools | • Storage Cabinets | • Tool Boxes | • Toolroom Equipment | • Filing Cabinets | • Work Benches | • Drawer Units | • Tool Trays |
| • Bin Units | • Drawing Tables | • Parts Cases | • Wood Working Benches | • Hanging Cabinets | • Bench Drawers | • Hopper Bins | • Shop Desks |

Related Products

—CONTINUED FROM PAGE 190—

types previously mentioned, with the exception of ceramic varieties, suggests that the dealer stock only the six basic colors in the firm's line. With appropriate accessories, which include neatly boxed installation kits, tile adhesives, waxes and tile cutters and benders, an inventory to tie in with kitchen appliance sales would necessitate an outlay of under \$500. Still other manufacturers of this type of product have made available for "do-it-yourself" consumer use tiles which have built-in adhesives on their reverse side. The product carries an average 40 percent markup to the dealer (approximately a 28 percent margin), a figure which appears to be fairly static throughout the industry.

Other Types of Wall Coverings

Of the other types of wall coverings, flexible and rigid sheeting lend themselves most to the appliance dealer with a complete modernization service. Due, however, to the bulk of these materials and the wide range of patterns they do not lend themselves easily to stocking or display and some manufacturers indicate that unless the dealer employs qualified mechanics the product should be avoided. Others, like Congoleum-Nairn, feel that the appliance dealer as an outlet is a logical one. To foster this the latter has made available attractive display racks utilizing a minimum of space in showing the product. The product carries an approximate 40 percent (close to a 30 percent margin) markup and is available through centrally located wholesale distributors.



FLOOR COVERINGS

THE types of hard surface floor coverings available to the modern homemaker are as varied as are their counterparts in wall coverings. One old time favorite, linoleum, retains a strong lead in popularity, but post war newcomers in this category have begun to cut into this established lead. The newcomers include rubber, asphalt and vinyl plastic tiles in as varied color combinations and designs as modern manufacturing method can devise. McCall's in their survey of kitchen preferences found that of all these types respondents planning kitchen remodeling were outspoken in their choice of linoleum, first. With 56.3 percent of those queried favoring this type, the nearest runner up, rubber tile with 14.9 percent, fell far behind. Other types mentioned included asphalt tiles, 11.3 percent, and plastic tiles, 9.5 percent.

(Continued on page 198)



In selling Vacuum Cleaners, the truth today is . . .

You can't do better than
Cadillac

FOR **PROFIT**

FOR **PROMOTION**

FOR **PRODUCT**



**MODEL 888
QUIK-VAC®
CANISTER**

FEATURING:

- ★ Dual-Power Super-Suction
- ★ Disposable Dust Bags
- ★ Swivel Top
- ★ Quiet Operation
- ★ Floating Brush Rug Tool
- ★ 10-Pc. Cleaning Tool Kit
- ★ Easy-rolling Wheels at small extra cost

Here are 'reasons why' you should know the Cadillac Story

PROFIT. Only Cadillac offers you such a liberal discount policy. You work on a greater margin . . . you make more profit per unit. You can get a better deal today than ever before in Cadillac's history. See your distributor *now* for details.

PROMOTION. Colorful, large space ads will appear in early issues of widely read magazines like *McCall's*, *LIVING For Young Homemakers*, *Look*, *Good Housekeeping*, *Better Living*. And your distributor has a big promotional package for you, full of sales tools to help you tie in with Cadillac's big, new, national advertising program.

PRODUCT. With Cadillac you offer your customers a prestige name, backed by 45 years of experience making quality vacuum cleaners. And, you can offer a complete line—canisters, hand vacuums, tanks and uprights. Whatever type of cleaner your customer wants, you can make the sale!

CLEMENTS MFG. CO., 6615 S. Narragansett Ave., Chicago 38, Illinois

CADILLAC MAKES THEM ALL!



Model 143-B Upright—Motor-driven brush uses beating-sweeping cleaning method to get dirt out of rugs.



Model 60 Hand Cleaner—Handiest cleaner ever for auto upholstery, bedding, furniture, drapes and stair carpeting.



Model N-800 Tank—Featuring two-speed, Super-Suction for convenient cleaning anywhere—floor to ceiling.



Clements Mfg. Co.
6615 S. Narragansett Ave.
Chicago 38, Illinois

Gentlemen:

YES, send me the details on how I can profit more by selling the Cadillac line.

STORE NAME _____

YOUR OWN NAME _____

STORE ADDRESS _____

CITY _____ ZONE _____ STATE _____

See your distributor or send for details today!

Vornado dealers

Made Money in '54

and Are Buying

NEW 1955 Models in Quantity
Right Now!

There's no bottom to close-out prices...and no profits either. Vornado's all new 1955 line of Window Air Conditioners, offer new engineering, new design and styling, and **PROFITS**. Buy now and maintain your profit margins on **NEW** merchandise.



Model C75A
1/2 H.P. CASEMENT WINDOW MODEL

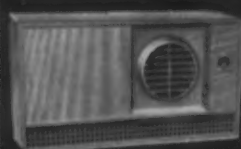
Full 1/2-H.P. capacity—yet a small compact unit—weighs only 132 lbs.—15 1/2" wide—22" high—and 21 1/2" deep—can be mounted half in or half out, or can be mounted all inside so window will close. Fits any standard casement window, AND can be mounted in sash-type windows. Here's the answer to these "problem" installations.



Model D200A
2 H.P. DELUXE

Another Vornado first, offers new sales potential. Fits any standard window. Twin 1 1/2 H.P. systems operate independently. Thermostatic control. See it today!

**A COMPLETE NEW LINE
OF WINDOW
AIR CONDITIONERS**
*New Engineering
New Design*



MODEL D50A — 1/2 H.P.
New — Improved.



MODEL D75A — 3/4 H.P.
Deluxe — Standard —
Reverse Cycle.



MODEL D100A — 1 H.P.
Deluxe — Standard



MODEL D150A — 1 1/2 H.P.
Full Capacity — Maximum
Cooling

Vornado
AIR CONDITIONERS

Products of **THE O. A. SUTTON CORPORATION** • WICHITA, KANSAS

Specialists in manufacturing comfort cooling appliances



Vornado's
PATENTED Exclusive FEATURES
TWIN CONES
DEEP-PITCHED PROPELLER

Vornado

air circulators

MOVE MORE AIR

3 times faster
3 times farther

Vornado Air Circulators out perform ordinary fans three to one. Many have copied, but none can compare.

A BETTER PRODUCT WITH BETTER PERFORMANCE MEANS A PROFITABLE LINE.

**ALL NEW
MODELS
for '55**



MODEL 38R — TRAVEL AIR



MODEL 28F
TURNABOUT TABLE TOP



MODEL 48CT — TWIN CONVERTIBLE

Vornado

dealers

MOVE MORE FANS

with more profits
and more promotion

You can sell more Vornado's because they've never been a "pick-up" line... Vornado was first to advertise and merchandise air circulators, on the scale of a "Big Ticket" item.

Compare this promotion...plus pages of national full-color advertising...call your distributor, and get set now!

 WINDOW FAN STAND Displays three TURNABOUT window fans on your floor or in the window.	 DO IT YOURSELF DISPLAY Tells Vornado selling story and invites customer to see, feel and hear the difference.	 ESKIMO GIRL DISPLAY New — full-color — space-saving display with action.	
 COMFORT CALCULATOR Makes an "authority" out of every salesman. Quickly tells proper size Vornado to sell.	 PLASTIC BALLS For use on 38C — a promotional trade-mark.	 VORNADO BALLOONS Action and color vividly demonstrate Vornado's Vortex Action.	
 MARKET PLACE DISPLAY A full line demonstrator that can be set up in three different shapes to conserve space. Use tests prove it will increase sales up to 100 per cent.			PLUS RADIO JINGLES TELEVISION FILM COMMERCIALS NEWSPAPER ADS SATIN BANNERS WINDOW BANNERS DIRECT-MAIL PIECES

Get This Terrific Cummins DISPLAY STAND FREE of Extra Cost!

Yes, yours at absolutely
no charge with purchase of
4-FAST-SELLING Cummins POWER TOOLS
and you get all this besides...

4-Color Ads With Your Store Name
Listed—Right in Your Local Newspaper

Free Display Material

Store Handouts For Your Customers

Plus Powerful National Ads

Right now...get this colorful combination
floor or wall metal pegboard display, 24" x 56",
FREE with a minimum order of only four fast-
moving nationally advertised Cummins Port-
able Tools. And you're in, automatically, on
the industry's most powerful promotion and
advertising program! *YOUR OWN* 4-color local
newspaper ads, national ads, FREE display
material, FREE store handouts for your cus-
tomers! All to help you sell the finest
popular-priced home power tools. Phone
your Cummins jobber or mail coupon, NOW!

QUALITY PRODUCTS OF

John Oster

MANUFACTURING CO.

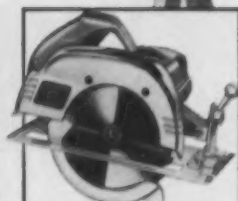
5055 N. LYDELL AVE., MILWAUKEE 17, WISCONSIN
CUMMINS IN CANADA: 334 LAUDER AVE., TORONTO 10
Copyright 1955, John Oster Manufacturing Co.

John Oster Manufacturing Co., Dept. MPT
5055 N. Lydell Ave., Milwaukee 17, Wis.

Gentlemen—Please rush complete details on the big
1955 Cummins Power Tools Program, and name of
nearest jobber.

Name _____
Address _____
City _____ State _____

MAIL
COUPON
NOW!



Cummins MAXAW 717
with exclusive magic
pivot. Finest home power
saw. Makes every cut in
2" dressed lumber. \$49.95



Cummins Model 304, 1/4"
Drill, geared chuck and
key. Compact design. Fa-
mous shock-proof Perm-
Align gears can't be knock-
ed out of line. . . \$24.95



Cummins Model 3042 Port-
able Electric Workshop.
Popular hip-roof steel case
contains Model 304 Drill,
saw attachment, over 30
pieces. \$34.95



Cummins Model 3052 Port-
able Electric Workshop.
Big seller. 35 pieces easy to
remove from case, put back
in place—drills, saws,
grinds, buffs, polishes,
mixes paint. Perm-Align
design drill has full 4-
finger handle. Steel case
mounts on wall, carries to
job. \$39.95



Cummins Model 351, 1/2"
drill. Has stamina, power,
long life of much costlier
drills. Geared chuck and
key. \$39.95

Related Products Mean Extra Sales

CONTINUED FROM PAGE 194

Assuming that appliance dealers will be most interested in those types of floor covering suitable for kitchen installation the choice of a product is narrowed somewhat. This is true because several of the varieties of floor tile presently on the market have characteristics which make them a poor choice for kitchen usage. These include the asphalt variety, which are easily affected by such common kitchen ills as grease and oil, and those of cork derivation which are affected by the same by-products of cooking, and which do not have the resistance to dirt needed for a heavy traffic area such as the kitchen.

Of all the types of floor covering which have the qualities needed for the kitchen, linoleums and vinyl and rubber tiles, appear to be the most likely forms to consider. Patterns and colors are sharper and more defined in these types, and more important they have the stability required to withstand greases and common household chemicals if given ordinary care.

What are the drawbacks in handling products of this sort? Here again the problem would seem to be one of space and storage requirements, and the necessity of having mechanics well versed in installation practices. While much has appeared in recent years on the subject of "do-it-yourself" installation, the simplicity of such a project has been overrated and in some instances will require professional know how. Here too, since floor coverings are a color and pattern product, having on hand a proper selection is an important one, and difficulties might be experienced by smaller dealers in adequately stocking the many sizes, designs and thicknesses. However, depending upon the accessibility of distributors this drawback may be surmounted by use of such display racks as those of Congoleum-Nairn which as pointed out earlier has available units described as giving the dealer a

complete sample tile department occupying less than five square feet of floor space. While this manufacturer appeared anxious to cultivate new outlet sources, others in the industry indicated flatly, that, "they were not interested in developing sales through other than their own flooring dealers."

Floor Waxes

Some dealers, particularly those with kitchen modernization departments were finding that floor waxes might be utilized as a sales opening because of their closely allied nature. These fall into two types, self-polishing water emulsion waxes, and polishing waxes. The former are recommended by the various manufacturers for asphalt, linoleum, rubber and vinyl plastic floor coverings. Polishing waxes because of the solvent contained were most used for wood and cork floorings, but are to be avoided in the case of asphalt and some rubber varieties because of their deteriorating effect. Paste waxes were also effective when used on vinyl flooring and linoleum products. While it is doubtful that the appliance dealer would make his fortune on the handling of such a product, their value is apparent in their close association with the kitchen and with such appliances as the flood polisher, and also because of their negligible space requirements in stocking and display.

Present trends indicate the increasing interest on the part of many appliance manufacturers in decorator inspired and integrated surfacing materials and paints whose colors are compatible with the finishes of their own product. With consumer magazines fostering this trend toward more colorful kitchen centers, and colored appliances an established factor in the thinking of homemakers, it is a safe bet that increasing numbers of appliance dealers will handle more of these products in the future. End



Double Your Money Offer

on the HAMILTON BEACH Liqui-Blender!



Make **\$20³³** (51.5% PROFIT)
ON THIS **\$39⁵⁰** HAMILTON BEACH
LIQUI-BLENDER!

BUY THESE TWO
HAMILTON BEACH
MIXETTES

At \$12.28 Each
(\$19.50 each, retail)



Plus

THIS MODEL "G"
FOOD MIXER

At \$24.25
(\$38.50 retail)



AND GET THIS EXTRA-VALUE
HAMILTON BEACH LIQUI-BLENDER FOR ONLY **\$19¹⁷**

Regular retail price \$39.50

Your special cost **\$19.17**

Your profit **\$20.33 (51.5%)**

PLUS A BIG 42.7% PROFIT ON THE ENTIRE ASSORTMENT!

With Blender Sales on the Increase
Watch This Extra-Value PAY!

Food editors have been pushing blenders for years. And now that value-minded women are sold on the idea, Hamilton Beach gives you a big selling edge!

For lots of sales action, new "Cut 'n Fold" action is your selling story! The Liqui-Blender delivers twice the cutting power, yet it's priced with the lowest. Take advantage of this special Liqui-Blender offer, and pocket a big 51.5% profit!



Call Your Distributor **NOW!**

HAMILTON BEACH

HAMILTON BEACH CO., Div. of Scovill Mfg. Co., Racine, Wis.

BIG MERCHANDISING KIT FREE
WITH SPECIAL OFFER!



NEWSPAPER
AD MATS
to build traffic!



WINDOW STREAMERS
to bring them in!



COUNTER FOLDERS
for waiting customers!



DISPLAY CARDS
to win attention!



**BEGINNING
IN APRIL**

Tide's \$100,000 automatic makes you a winner in extra

**Tide's big contest will create prospects . . .
build traffic . . . increase sales!**



Here's how it works: Millions of entrants will compete for prizes by finishing the sentence: "Tide gives best results in an automatic washer because . . .", in 25 words or less. Tens of millions of official entry blanks will be enclosed in special Tide contest boxes.

Tremendous prizes offered — 1st prize is an automatic washer full of \$10 bills (\$10,000 in cash plus the washer) . . . other prizes include: 2 automatic washers and cash . . . 20 automatic washers and companion dryers . . . 50 automatic washers or dryers . . . 100 automatic ironers . . . and 200 \$50 Appliance Certificates redeemable at your store, or any appliance store. A total of 373 great prizes!

Your signature on a Tide contest entry blank is worth an extra \$100 to each contest winner. Every winner in the contest can get an extra \$100 cash bonus just by having her entry blank endorsed (signed or stamped) by you—or any appliance dealer selling automatic washers. The \$100 bonus will be awarded to winners by you—the appliance dealer—paid for by Tide, of course.

Hundreds of thousands of contest entrants will want an appliance dealer to endorse their entry blanks. This means hundreds of thousands of appliance prospects . . . extra appliance traffic in your store . . . extra appliance sales for you.

REMEMBER . . .

every contest entry blank
can be an invitation
to your store . . . it's up to you!

Not just one . . . but 15 leading manufacturers of automatic washers, dryers, and ironers are being featured in Tide's \$100,000 Consumer Contest . . . to bring extra business to you!

ABC

Barton

Blackstone

Caloric

Coronado (Gamble)

Easy

Firestone

General Electric

Kelvinator

Kenmore (Sears Roebuck)

Laundry Queen

Maytag

One Minute

Speed Queen

Wizard (Western Auto)

More brands are featured so that *more dealers will profit* from Tide's big contest. Contact the distributor of one of the brands at left for information and material that will help you tie in and give you *your full share of extra sales and profits!*

washer consumer contest sales and profits !

Here's how you can turn contestants into customers:



Make your store Tide Contest Headquarters — urge housewives to enter the contest . . . demonstrate automatic washers with Tide. Every contestant is a prospect. Make sure every entry blank in your neighborhood has your endorsement!

Tie in with your local grocer (or grocery chain)—help him build a contest display in his store with your automatic washer and his special Tide contest packages and display material. Capitalize on his heavy traffic . . . urge his customers to visit your store for the special \$100 bonus endorsement . . . to see Tide demonstrations in an automatic washer. Remember, every contest entrant means a chance for extra business.

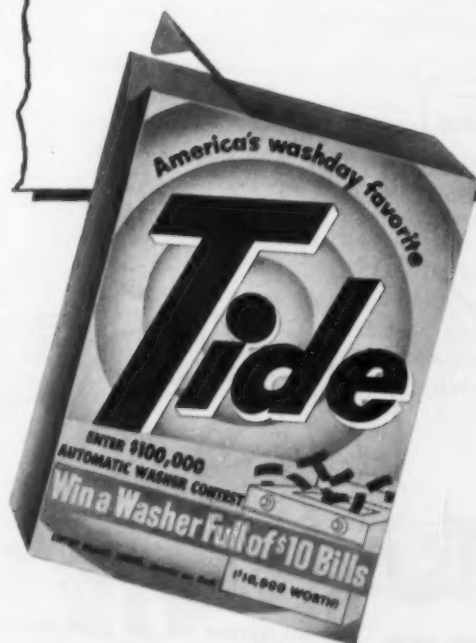
Run your own Tide Home Laundry Festival and cash in on the intense consumer interest Tide's contest is building in home laundry equipment. You can offer special home trials and money-back guarantees to get washers into homes! A free Home Laundry Festival Display Kit is available to you . . . get it from your local distributor or use coupon below.

Tie in with Tide's tremendous contest advertising — bring extra business in by running newspaper ads . . . by placing radio-TV spot announcements . . . let people know your store is Tide Contest Headquarters. Remember, Tide's contest advertising will be reaching most women in your neighborhood through . . .

Full-page, full-color ads in *Life* (April 18) and *Look* (May 3) . . . plus *This Week* and *Parade*, and additional Sunday supplements and comics (April 17) . . . a total circulation of over 38,000,000!

Special contest commercials appear on

Tide's top-rated radio and TV shows (from April 11 through April 22) . . . *On Your Account*, *Concerning Miss Marlowe*, *Our Gal Sunday*, *Perry Mason* and *Woman In My House* . . . delivering a total of over 20,000,000 broadcast messages.



Box A, Tide Home Laundering Bureau
1117 Enquirer Building
Cincinnati 2, Ohio

If your distributor is unable to supply you with information and free display material, mail this coupon today.

Please send me a free Home Laundry Festival Display Kit.

Name of Store _____

Address _____

City _____

Zone _____ State _____

Brand of washer I will feature _____

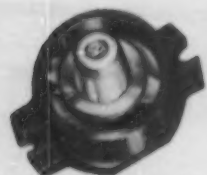
(see list of brands at left)



Recommends KLIXON Protected Motors for Cost Savings

WACO, TEXAS: Mr. O. H. Caldwell, owner of Caldwell Electric Shop, insures his work by recommending Klixon Motor Protectors. He says:

"For years we have recommended the use of Klixon Motor Protectors to our customers. Our experience has definitely shown that Klixon protectors have not only insured ourselves against motors being returned because of burnout . . . but have also saved our customers much time and expense from a costly rewind."



Manual Reset



Automatic Reset

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

KLIXON

METALS & CONTROLS CORPORATION
SPENCER THERMOSTAT DIVISION
2503 FOREST STREET, ATTLEBORO, MASS.

Water Must be Modern, Too.

CONTINUED FROM PAGE 137

fashioned water" in order to distinguish it from unimproved water right out of the tap.

People are shocked to find that about 85 percent of the domestic water in the United States is not ideal for family use.

There are many things wrong with water. It may be ordinary hardness which makes it impossible to operate an automatic washer satisfactorily with ordinary soap. It may be colored water, normally produced by tannin, which forms brown stains similar to those produced by coffee or tea on fabrics, china and plumbing fixtures. The water may have a taste and odor such as hydrogen sulphide produces, resulting in a rotten egg smell. There may be a musty taste which occurs in water around Philadelphia or Los Angeles. Iron in water produces severe rust stains on fabrics, as well as a disagreeable metallic taste. The acid waters of New England, and mineralized waters of the Southwest are corrosive and can produce stains.

To modernize a kitchen and laundry, and neglect the water used in it is penny wise and pound foolish.

Analysis can be obtained from local, county or state health departments, or from local dealers handling water softeners. Home tests may be made with tincture of green soap, or by chemically treated paper.

What Bad Water Does

The reason hard water is objectionable in the modern home is that it forms an insoluble curd with soap which makes clothes look dirty and calls for excessive soap use. Housework has the extra burden of tub rings, spotted fixtures, stained sinks. Equipment suffers from deposits in dishwashers, furnace boilers, water heaters, pipes and the like. In shampooing hair and shaving there are problems. Cooking of some foods is less satisfactory. For example, peas

toughen and shrivel when cooked.

Synthetic detergents and water softener chemicals help in the wash water but not in the rinse. Consumers Research points out that synthetic detergents as well as soap perform better in softer water.

Classification of soft and hard water is as follows:

Grains per U. S. Gallon	Description of Water
0	Zero soft water
0 to 3	Fairly soft
3 to 6	Moderately hard
6 to 12	Hard
12 to 30	Very hard.

Household water softeners are basically alike. They consist of a bed of granular material in a cylindrical tank through which the water moves in a downward direction. The downward direction of water flow is important because it enables the bed of small granules to act as a filter, thus removing most of the suspended material. Zeolite or synthetic resins do the actual softening of the water. Treatment of other water troubles varies.

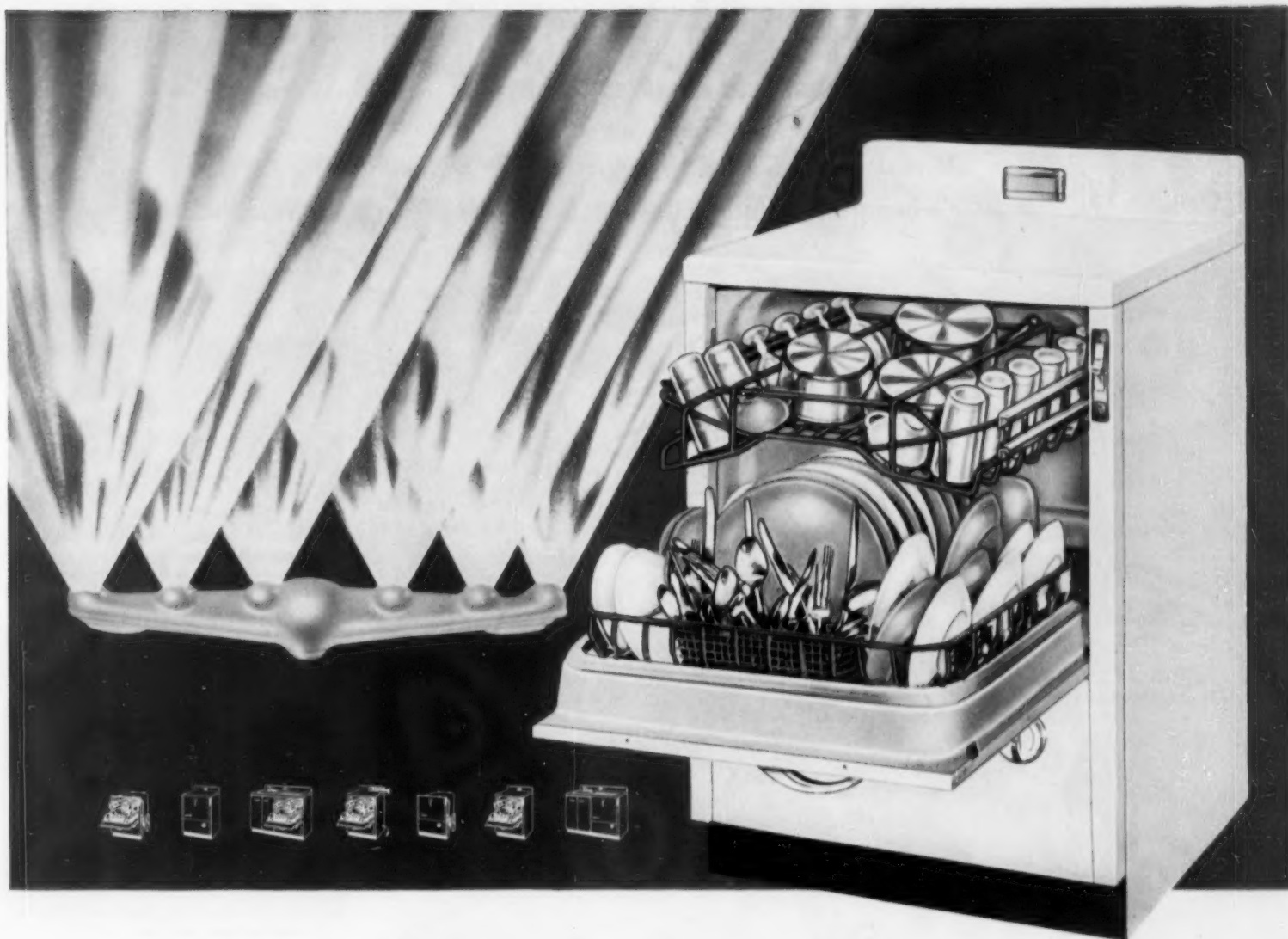
Water softeners come in semi-automatic or manually operated models, and may be sold outright or rented on a monthly basis. Size depends on the condition of the water in the home, and how often it must be regenerated.

While water softeners may be installed in the kitchen, and come in cabinet sizes, the most common place for them is in the utility room or laundry.

Two types of hook-ups are made. One provides complete softening of both hot and cold water at all outlets, except for lawn sprinklers. The second provides soft water from all taps with the exception of water for flushing toilets and outside lawn sprinklers, with possibly a line to the kitchen for drinking purposes. End



"YOU'LL ADORE THIS RANGE, MA'AM . . . IT JUST MATCHES THE DEEP AZURE HUE OF YOUR SPARKLING EYES."



for real sales action you can't do better than *KitchenAid*

Automatic Dishwasher Action... *KitchenAid* is the dishwasher that adds real action to your sales...the dishwasher that *really* moves. Why?

Only *KitchenAid* has the sales features that your customers want!...the "years-ahead" features that make *KitchenAid* truly different. For example:

Only *KitchenAid* has the powerful Hobart revolving wash action...the "really clean" action proved in more than 50 years' experience in commercial dishwashing machines. This action gets dishes clean the first time...without pre-rinsing. Only *KitchenAid* has a separate motor and blower fan that assures fast, thorough drying.

And, *KitchenAid* provides true user convenience with easy, front-opening door, independently sliding, durable plastisol-coated racks for most convenient loading and

unloading. Upper rack is adjustable to accommodate tallest glasses, larger pots and pans.

The *KitchenAid* line is complete, gravity-drain, pump-out and portable models—7 in all—to fit any kitchen...white, stainless steel or antique copper fronts...or can be finished to harmonize with kitchen cabinets. It's the line that really moves...that sells itself (without trade-ins), as is shown by the fact that almost half of all *KitchenAid* owners saw one in a friend's home...and then bought one!

So, for real sales action...for the quality dishwasher that has the exclusive features your customers want, display and demonstrate *KitchenAid*. For information write Dept. KEM, *KitchenAid* Home Dishwasher Division of The Hobart Manufacturing Company, Troy, Ohio. In Canada: 175 George St., Toronto 2.

The finest made by

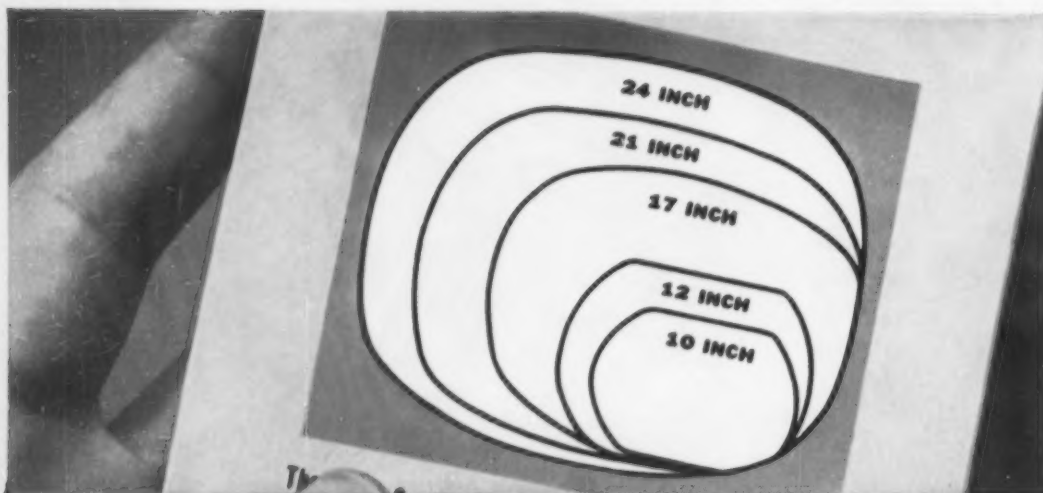


KitchenAid

The quality appliance line by the World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

HOW TO SELL 24-INCH TV

*24-inch TV makes people dissatisfied with their old small-screen sets.
RCA Victor's beautiful cabinets and extra features help you sell them!*



1 COMPARE SCREEN SIZES! Show prospects how much smaller their old screen is alongside RCA Victor bigger-than-life 24-inch TV. Use the chart (illustrated above) in your RCA Victor TV Pocket Salesman.



6 TELL THEM "The bigger the picture, the more you need RCA Victor quality." Give them the facts: as the screen gets larger, the need for picture clarity is greater. That's why RCA Victor's exclusive "All-Clear" picture with 212% greater contrast is all-important in 24-inch TV. Above, RCA Victor *Baylor*. Model 24S512. In ebony finish, \$299.95.

RCA Victor 24-inch TV... with the difference they can see and you can sell.

RCA VICTOR
TRADE MARK
RADIO CORPORATION OF AMERICA



Suggested VHF list prices shown, subject to change. Slightly higher in far West and South. UHF optional at extra cost.



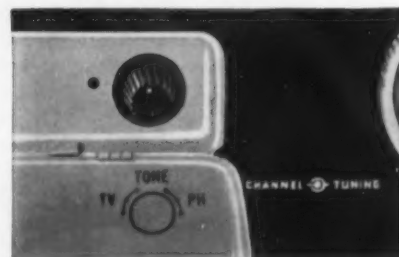
2 PROVE THE CABINET is not bulky. Show them how graceful and compact big-screen TV can be. Tell them about RCA Victor's 90° tube. Show them how it saves cabinet depth. And while you're "talking cabinet," emphasize RCA Victor styling and beauty. Above, the *Martel*. Model 24S532. In natural birch, \$395.00.



3 DEMONSTRATE THE LIGHT-UP DIAL! As you tune in, they'll see the king-size numbers light up. Dial numbers are 59% more readable!



4 TALK UP THE BUILT-IN PHONO-JACK! Play a record through the magnificent "Golden Throat" Fidelity Sound System of an RCA Victor 24-inch TV set. Show how easy it is to plug in any record changer attachment. Above, RCA Victor *Brentwood*. Model 24S529. In mahogany grained finish, \$369.50. Limed oak grained finish, \$379.50.



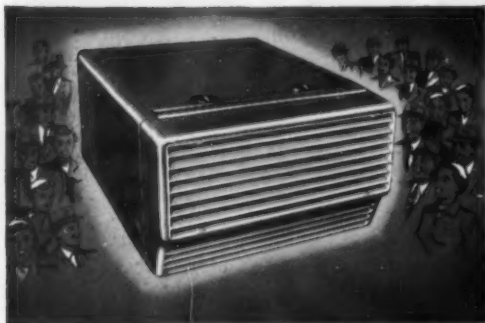
5 DEMONSTRATE THE 3-POINT "personalized" tone control. It's an important refinement that lets your customers adjust the tone to suit their own tastes.

Get into the Profit Parade with Remington's BIG 5 FOR '55!

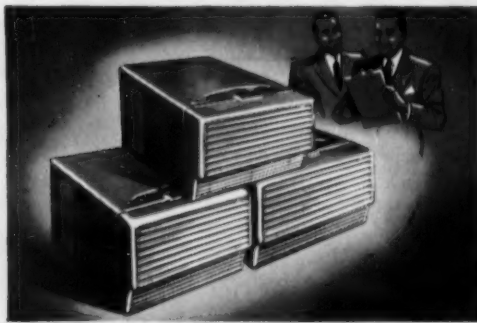


Here's a progressive, sales-loaded program you can't afford to miss! Your "profitunity" in 1955 is just about guaranteed with Remington's hard-fisted selling plans. Sell America's most complete line of Personal Air Con-

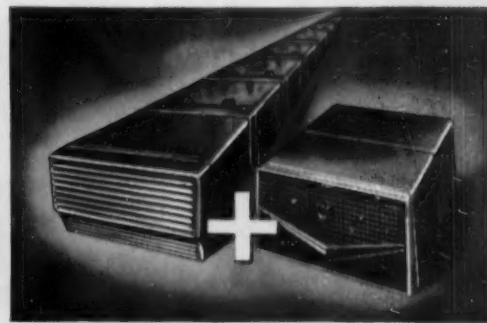
ditioners. Find out how you can get into this profit parade! See your Remington Distributor or send coupon for action. Remember, your sales will come alive with Remington's Big 5 for '55!



DEMONSTRATOR ALLOWANCE PLAN! You get a fat bonus for simply demonstrating Remington units in your store!



CONTROLLED INVENTORY PROTECTION! Get rid of inventory jitters with the only *true* inventory plan today!



1 FOR 9 PLAN! Purchase 9 Remington units and get one FREE! Use it to boost profits or as a promotion to build traffic and sales!



WEATHER-VISER FORECASTING! Only Remington alerts you to the weather conditions you can expect — so be ready to get more sales when hot weather hits!



COLORAMIC SALES-CENTER! Rich, colorful, sales-making display that paves the way to more and quicker sales. Works for you every minute, every day!



Division of Remington Corporation
Auburn, N. Y.
Founded 1872



Remington Corporation, Air Conditioning Division
9-2 Willey Street, Auburn, N. Y.

Rush the facts on Remington's Big 5 for '55, plus particulars on the new Consolaire!

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

IN 113 YEARS—NEVER A MORE
CAREFULLY DESIGNED "STEP-UP"
PROFIT LINE THAN THE

16 Completely New HIGH QUALITY RCA Estate Ranges

*The most
completely
automatic
ranges
ever!*

GAS
OR
ELECTRIC



RCA ESTATE'S EXCLUSIVE "LEISURE-STAT"

Just automatic time and heat control for a top unit! There's no need for length of time for "pre-heat"—the "Leisure-Stat" performs the whole operation and turns heat off!



Now ready for you—the most completely automatic ranges ever! A new High Quality RCA Estate Range line—pre-tested for design, for shipping, for top sales appeal. Now you can look for something more than merely volume. Here is profit from a line with easy "step-up" to the "big ticket" models. See the new "leisure line" at your RCA Estate Distributor's showing!

RCA ESTATE'S NEW "THERMO-TROL"

Now, RCA Estate's built-in griddle has thermo-static control. The new "Thermo-Trol" (on a gas and an electric range) maintains the selected temperature for grilling. Griddle quickly converts to fifth top unit or burner, also thermostatically controlled.



NEW!



**6 Forty-Inch Gas—4 Forty-Inch Electric
All with RCA Estate's Exclusive
4-in-1 Built-In Griddle**

No matter which full-size RCA Estate you show—you get the advantage of the most demonstrable feature in the industry—the RCA Estate built-in griddle. New mantel overlays are copper tone on electric and aqua-gray on gas models, color-tested to blend with any kitchen decor. Dispos-a-Bowls with all models! **FOUR MODELS "GRILL, BAKE, BARBECUE . . . ALL AT ONCE!"**

New "Quik-Lite" Pilots
An easy "step-up" feature! Each burner has its own pilot for the quickest lighting ever!



NEW!



RCA Estate SPACE KINGS

3 new gas • 3 new electric

The new 30-inch RCA Estate Space Kings are destined for even greater popularity! Big 24-inch Balanced Heat Bake Ovens! Dispos-a-Bowls as standard equipment. Mantel overlay colors are copper tone in electric and aqua-gray in gas! **AND ALL OFFER MORE OVEN SPACE IN LESS FLOOR SPACE!**

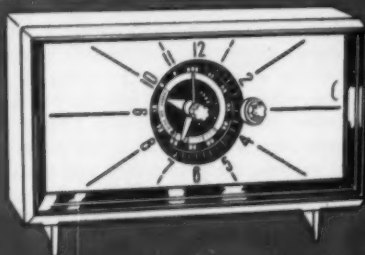
Space King with "Leisure-Stat"

Electric Model E-175 has the exclusive "Leisure-Stat"—the first automatic time and heat control for a top unit!



NEW!

**New Lamp-Clock Timer Promotion for Standard Models
Means More Traffic—More Sales!**



It's a lovely electric clock—a handy lamp! The version for electric ranges turns the oven on and off, also provides a one-hour Minute Alarm. The one for gas ranges has a 1-hour Minute Alarm! Get the special pricing on these accessories from your RCA Estate distributor today! And, also ask about the "free Burpee seed offer!"

Look what you can offer!

Model G-112	
Regular Price	\$169.95
Lamp-Clock Timer	
Regular Price	\$45.00
TOTAL	\$214.95
YOU SELL THEM FOR	\$199.95



NEW!

**Bigger Ad Campaign...Look at this Line-up during
April, May, June!**



NBC TV NETWORK

"THE SID CAESAR SHOW"

NBC RADIO NETWORK

"THE GREAT GILBERTSLEEVES"
"WEEKEND"
"SECOND CHANCE"
"ROADSHOW"
"IT PAYS TO BE MARRIED"

Color TV

"Producer's Showcase"
NBC-TV Network



RCA ESTATE RANGES
GAS OR ELECTRIC



RADIO CORPORATION of AMERICA



TWO-FISTED NATIONAL ADVERTISING!
Ads in national magazines like Saturday Evening Post—Good Housekeeping tell the Camfield story to millions.



CAMFIELD BLUE RIBBON KNIFE AND SCISSORS SHARPENER

Safe, easy sharpening! Exclusive safety design prevents injury to blades, motor.



COLORFUL POINT-OF-SALE MATERIAL!
Pop-Up displays! Window streamers! Posters! Pennants! Everything in color! Everything you need to really SELL!



SPECIAL PRODUCT GUARANTEES!
10-day Free Trial Offer! 2-year warranty on parts and labor! Extra value to insure extra consumer acceptance!



A Mark of

Starting Quality

C is for **CAMFIELD**
(NO OTHER CAN MATCH IT!)

A **ADVERTISING**
(NO OTHER CAN CATCH IT!)

M is for **MOTHER**
(HER DAY IS THE "MOST"!)

F means her **FINEST**
COFFEE OR TOAST

I is for **10-DAY**
FREE TRIAL TEST

E Product **EXCELLENCE!**
(THEY'RE BUILT STURDIEST!)

L is the **LINE**
THAT SPELLS PROFIT TO SELL

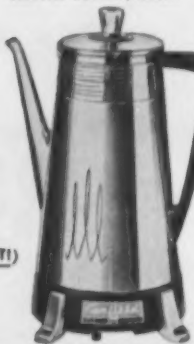
D means you'll **DARN NEAR**
SELL 'EM LIKE...
("HOT CAKES, WHAT ELSE?")



CAMFIELD BLUE RIBBON DELUXE AUTOMATIC TOASTER
America's safest toaster. Brand new! Widest color range. Not affected by voltage fluctuations.



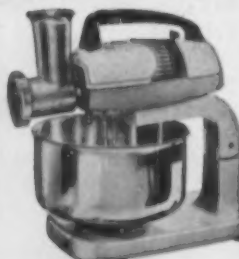
CAMFIELD BLUE RIBBON FRI-COOK
Beautifully styled gold exterior with smart black trim. Double-duty, too! It's a deep-fat fryer and electric cooker, both!



CAMFIELD BLUE RIBBON DELUXE STAINLESS STEEL COFFEE MAKER
Exclusive! America's only complete stainless steel automatic coffee maker. Stainless steel means the perfect cup of coffee! Fully automatic with strength selector.



CAMFIELD BLUE RIBBON POWER-MIX JR.
America's newest and most beautiful. The brightest name in portable mixers!



CAMFIELD BLUE RIBBON POWER-MIX
With 2 stainless steel bowls! True "beau-ti-ty" in kitchen mixers!

Electric Housewares Have a Place

CONTINUED FROM PAGE 151

In planning a new kitchen there are many ways to remedy this situation. Probably the simplest is the plug-in continuous molding strips supplied by manufacturers such as Wiremold and National Electric Products.

In the breakfast area, toaster and coffeemaker are frequently used at the same time. If a blender and frypan are added, all four pieces could conceivably be plugged in at the same time. So, provision for adequate outlets and circuits should be made.

Storage

We all agree you can do a better cooking job with controlled heat on a particular appliance designed to do that specific cooking job. Temperature control and economical use of applied heat has more to do with the trend toward specialization in cooking equipment than anything else. One of the great handicaps to expanding this trend, however, is the problem of adequate storage.

From past experience we know that waffle bakers, deep fryers, broilers, coffeemakers stored away in cupboards do not get used as frequently as those handily available. Ideally, the toaster, coffeemaker, blender, mixer, cooker-fryer and frypan-skillet, should be available on the work surface for immediate use without effort. However,

as the trend to specialized appliances expands, and more and more electric housewares are added the work surface becomes cluttered—it no longer serves as a work surface, but a storage shelf.

Modern kitchen design should include some provision for handy storage of this equipment, at the same time keeping it within useable reach. A housewares bar, for instance, with open shelves beneath, for storage and a work surface top, such as the one shown in Frigidaire's House of Tomorrow, may be the answer. A shelf beyond the work area with housewares permanently attached so that they can be raised or lowered at the touch of a button, as is shown in Hotpoint's Kitchen of Tomorrow may be another solution.

Kitchen cabinet manufacturers offer utility broom closets that can be converted to shelf storage. With the door removed and shelves spaced at convenient work surface height, these closets may solve some of the storage problems.

Serving carts, featured by some kitchen cabinet manufacturers, have lower shelves to hold the lighter weight, less bulky housewares.

Decorative open shelves, if properly designed, and conveniently placed, can add to the kitchen decor and at the same time keep the appliances within reach. End

New Pots and Pans Go With New Kitchens

The owner of a new kitchen won't be satisfied with the old bread box and canister set. She'll want modern cooking utensils, new cutlery, new plastic accessories that blend with the new kitchen.

The profit conscious kitchen planning dealer will have a selection of these important kitchenware items available—on display in his demonstration kitchen or prominently featured in his store.

Cooking Utensils—the 1955 variety, are glamorized and modernized. They are as decorative as they are functional. Popular materials include all copper, copper clad bottoms, copper colored anodized aluminum; mar-proof stainless steel; ceramic-coated cast iron in a variety of color combinations; decorated earthenware; glassware colored and plain; porcelain enamel; aluminum, and wrought iron.

Some of these utensils, especially the brazier-casseroles, sauce pot-ureens, and baking shells, are handsomely designed to do double duty for table service as well as range cookery. Hung on the wall many add to the kitchen decor.

Rubber fittings—for sink and drainboard, dish drainers, rubber shelf cushions for glass and dish closet shelves; vertical dish files and cup racks come in modern colors and make housekeeping simpler.

Woodenware—salad bowls, spoon sets, rolling pins, carving racks, chopping blocks all have appeal for the new kitchen owner.

Plastics—too numerous to mention, include complete dinner sets, tumblers, cutlery trays, pitchers, mixing bowls, appliance covers, refrigerator containers, catsup dispensers, beverage dispensers, icecube trays, measuring spoons and cups—even dishpans.

Cutlery—steak sets, carving knives, kitchen saws and poultry shears, cleavers, spatulas, servers, French fry cutters, potato bake racks.

Pastry utensils—measuring spoons and cups in glass, aluminum or plastic, rolling pins, pie and cake tins, cookie cutters, pastry cloths, baking shell sets, cake servers and covers, bun warmers.

Kitchen furniture and equipment—magnetic memo boards, step stools, kitchen tables and desks, and chairs; paper towel racks, faucet aerators, bread boxes, canister sets, waste baskets.

Wrought iron—candle warmers, casserole holders, trivets, salad bowl holders.

Other items not easy to classify are thermometers, basters, ice crushers, ice buckets, salad washers, canape trays, rice boilers, pepper mills, bread baskets, glass, aluminum, or ceramic coffee and tea pots.

Spring's the time for growing things

ARVIN Long Range Rocket TV grows sales and profits like nobody's business!



Arvin long-range Rocket TV is the perfect line for the dealer who takes a long-range view of his business. It builds business *right now*, but the long-range satisfaction it builds is great for holding customers in years to come. It's loaded with the kind of value today's TV shoppers demand.



Willow green or mahogany-color metal table models, \$159.95. Mahogany grain Arvinite table model \$179.95. Table extra.



Mahogany grain Arvinite console \$189.95. All prices are suggested retail for Zone 1 and include Federal tax and warranty.

Long-range reception! Long-range satisfaction! Long-range profits!

ARVIN ROCKET 21—TABLE MODELS AND CONSOLE

Guaranteed Arvin quality at a rock bottom price • **NEW longer dealer discounts** • phenomenal range and stability • side mounted controls on a horizontal chassis—so heat can't pile up • compact cabinets—the front is all picture • table models only $21\frac{5}{8} \times 20\frac{1}{16} \times 17\frac{1}{2}$ " • all models available with aluminized picture tube, \$10.00 extra • built-in all-channel one-knob tuning optional for only \$20 extra!



Radio & Television Division **Arvin INDUSTRIES, INC., Columbus, Indiana**

DISTRIBUTOR FRANCHISES AVAILABLE IN SEVERAL AREAS—Write or wire: Weldon L. Payne, General Sales Manager

FIRST



IMPERIAL fully-automatic washer with perfectly-matching dryer . . . styled by Sundberg-Ferar . . . is in a class by itself for beauty and performance. More than ever, the Imperial is most wanted by most women!

REMEMBER . . . IT'S EASIER TO SELL

in SALES Whirlpool

World's Largest Manufacturer of Washers, Dryers and Ironers

HERE'S WHY Whirlpool IS "FIRST"

A MODEL AND PRICE FOR EVERYONE

There's a model for each segment of the market . . . a price for each purse . . . in the Whirlpool complete line of washers, dryers and ironers. Nothing is "missing." And, each model is first in its class for beauty, performance and value. JOIN UP . . . BE FIRST WITH WHIRLPOOL.

TODAY'S GREATEST FEATURES

Whirlpool's acknowledged engineering leadership creates the great laundering features often copied but never equalled. You never struggle to sell something "almost as good." For example . . . Suds-Miser, Seven Rinses, Agiflow Washing Action, Germicidal Lamp, Therma-Flow Drying Action, and many more! JOIN UP . . . BE FIRST WITH WHIRLPOOL.

FAR LESS SERVICE CALLS

Records prove Whirlpool products require far less service than any other in the industry. Your profit is never "eaten

up" by costly service calls. Whirlpool's dependable operating efficiency makes you the dealer with *lowest service costs!* JOIN UP . . . BE FIRST WITH WHIRLPOOL.

EACH PRODUCT SELLS FOR YOU

Most important "*plus feature*" you get with Whirlpool is the tremendous customer satisfaction generated by each Whirlpool product. This creates powerful "word-of-mouth" selling for you as a dealer in *quality* products. JOIN UP . . . BE FIRST WITH WHIRLPOOL.

MERCHANDISING POWER

As a member of Whirlpool's great "merchandising team," you get aggressive and continuous national and local advertising . . . outstanding promotions packed with hard sell . . . terrific sales tools . . . and effective merchandising help from the country's best distributors! JOIN UP . . . BE FIRST WITH WHIRLPOOL.



WHIRLPOOL CORPORATION St. Joseph, Michigan

Clyde, Ohio • LaPorte, Indiana

IN CANADA: John Inglis Co., Limited, Toronto, Ontario

WHIRLPOOL THAN SELL AGAINST IT!

imagine selling all these tools—
a complete power-packed
homeworkshop for only **\$49⁹⁵**



Now, ingenious precision engineering has developed these professional attachments... all powered by Thor's famous 201-J 2500 R.P.M. SpeedDrill.

STOCK and DISPLAY THIS PROVEN BEST SELLER NOW!

201-JTD HomeWorkshop includes:

- | | |
|----------------------------------------------|------------------------------------------------------|
| No. 201-J... SpeedDrill | 10 Sanding Discs |
| No. 210 DrillStand | 4" Lamb's Wool Polishing Bonnet |
| Angularly Adjustable Portable Saw Attachment | 4" Rubber Backer Plate, for Sanding Discs and Bonnet |
| Bench Mounting Stand | Steel Paint Stirrer |
| Power Saw Table | Necessary Adapters, Flanges, etc. |
| 4" Rotary Saw | Instruction Manual |
| 7 Drill Bits (assorted) | Combination Steel Carrying Case and Wall Rack |
| Grinding Wheel | |
| Wire Scratch Brush | |
| Cloth Buff | |

No. 201-JT Kit \$39⁹⁵

Includes everything above but Drill Press Attachment

No. 201-JS Kit \$34⁹⁵

Includes everything above but Drill Press and Saw Table

SpeedWay manufacturing co.

div. of Thor Power Tool Co.

1834 South 52nd Avenue, Cicero 50, Illinois

Accurate Estimates Insure Profits

CONTINUED FROM PAGE 159

100 kitchens have acceptably straight walls with square corners, Berger finds, and the percentage is even lower in new construction. The cost of furring these walls out for cabinet hanging must be considered. Also, measuring a badly distorted kitchen for a counter top and then fabricating it to fit perfectly are both time-taking jobs, and their costs must be figured in. Generally, the kitchen that is well out of square creates problems with every part of the job, and the labor estimates must be up accordingly.

Condition of Walls. On a stud wall in good condition, the installation may be fairly easy, but it will take the mechanics extra time to get cabinets onto an old stud wall that has been badly surfaced and resurfaced. Brick walls require a more expensive installation with expansion bolts.

Old Floors. In an old home, the mechanics may take up several layers of linoleum from an even-appearing surface and find a badly cracked or warped floor, unsuitable for tile installation. Berger Brother salesmen check this condition first, recommend a sanding or subfloor if needed, and include this in the estimate.

Cabinets. On a certain number of custom wood cabinet jobs, the cabinets arrive from the factory with a few scratches or defects. Since customers don't want to wait weeks for them to be shipped back and returned, Berger Brothers finds it expedient to pay a skilled man to touch up any bad spots. Salesmen figure a certain amount of labor for this on every wood cabinet installation. Sometimes the cabinets call for a good deal of this extra work, other times none, but the estimate is made before the cabinets are even ordered and the small allowance per job works out over the long run.

Job Site. Berger Brothers handles jobs as distant as 75 miles from Wilmington, and knows that the cost of trucks, deliveries and supervision increases with the miles. Although the decision of how much of this should be applied to the specific job and how much to general overhead involves a

difficult cost problem, the estimate always includes some allowance for this expense.

Subcontractors. Plumbing, electrical work and plastering are all subcontracted on Berger's jobs. By working regularly with the same contractors, checking jobs carefully in advance, and getting a specific estimate each time, Berger Brothers controls subcontracting expense and knows in advance what it will cost.

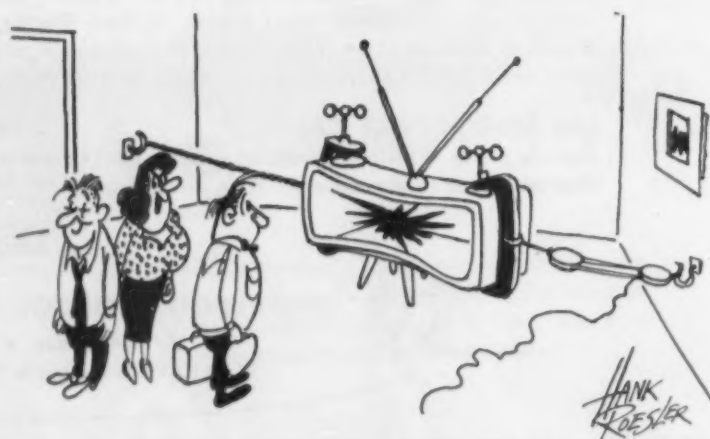
Electrical work is a good example. Typically, an electrical contractor might agree to bring up a 220-volt line for a range and make certain other changes for a stated price. On the job, the housewife asks him to change something or add a receptacle here and there. The electrician does the work and the kitchen man is charged with the extra cost.

Berger Brothers get around that problem by being completely specific in advance. The salesman and the housewife plan the exact lighting, switches and outlets in advance. Then the electrical contractor makes his estimate on this basis. The housewife knows she'll have to pay for extras.

Plumbing changes also must be handled specifically from the beginning, Berger finds. An old plumbing system that might have stood together for a few more years if left alone will often develop problems once a plumber touches one part of it. Sometimes kitchen men get an accurate estimate on plumbing, then are hit with a big cost as plumbers have to repair parts of the system not originally considered.

On an old plumbing system, therefore, Berger has the plumber make a thorough survey and bases his estimate on a completely up-to-date job. The kitchen estimate includes this work and extra repair costs later are avoided.

By working regularly with the same contractors, Berger Brothers keep their costs down. The plumber, for example, becomes thoroughly familiar with the installation of dishwashers, waste disposers, laundry appliances, etc. He can make these installations in (Continued on page 216)



"MR. 'DO-IT-YOURSELF'—TRIED TO MAKE A WIDE SCREEN OUT OF IT."

Presto is popping!

Presto is celebrating its 50th year in the appliance business with a "profit party!" Join in and you are guaranteed a record-breaking sales year. BIGGER PROMOTION. BIGGER ADVERTISING. BIGGER PROFITS. SELL PRESTO IN '55!

SELL AMERICA'S MOST EXCITING APPLIANCES!



\$21.95*

NEW PRESTO AUTOMATIC ELECTRIC FRY-PAN CASSEROLE
Another best seller! For 1,000 and 1 dishes • Exclusive Sweep Heat Selector • Twin, stay-cool handles • Stickproof interior • Safe for table • Silversmith finish.

Heat Resistant Glass Cover, \$2.00
Matching Silversmith Cover, \$3.00



\$24.95*

PRESTO AUTOMATIC ELECTRIC SKILLET
The sales sensation of the year! 4-IN-1 sales story. A frypan, Saucepan, casserole and chafing dish—all in one! • Exclusive Sweep Heat Selector • Safe for table.

Matching Silversmith Cover, \$3.00

FREE! 50th Anniversary Bonus
(for limited time only)
Heat resistant glass cover! \$2.00 Value!



PRESTO COOKERS FROM
\$11.95
Fair Trade Price

NEW PRESTO® COOKER
Greatest pressure cooking advance in 15 years! • New Automatic Air Vent automatically releases air... automatically retains pressure • New Pressure-Tru Indicator • Convenient New Cooking Guide on handle.



Only
\$17.95*

PRESTO VAPOR STEAM AND DRY IRON
Sell the Exclusive Scorch Preventer and sell faster. Indicates when iron has automatically adjusted steam and heat for the fabric • It's packed with easy-to-show and sell features!

PRESTO AUTOMATIC COFFEE MAKER

\$29.95*

Exclusive Therma-trol makes sales. Makes perfect coffee twice as fast • All automatic features • Exclusive Lock-Tite Cover and Silversmith finish clinch sales.



\$28.95*
Complete with cover and fry basket

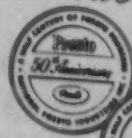
PRESTO COOKER/FRYER
You sell cooker and deep fryer customers easier because you sell beauty, too! • Exclusive Sweep Heat Selector • All automatic features • Silversmith finish • An eye-and-buy seller!
Complete with cover and fry basket.

*Fair Trade Price, Federal Tax included.

**BEST STYLED...BEST PROMOTED LINE
NATIONALLY ADVERTISED**

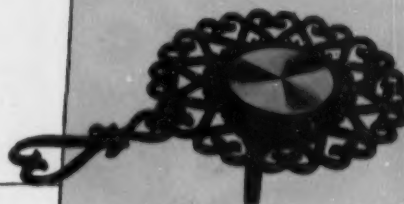


50th
Anniversary



NATIONAL
Presto
INDUSTRIES

NEW PRESTO ELECTRIC
TRIVET FREE
TO DEALERS
WITH PRESTO PRODUCTS



Big Triple Bonus!

- 1. TO THE DEALER**
A Presto Trivet and display free with every order of 5 Presto products. Presto sales a cinch with terrific Trivet offer. No Trivet inventory needed.
- 2. TO THE DISTRIBUTOR**
Sensational offer and promotion free. No big Trivet inventory. Increased volume sales all wrapped up! A big plus to your dealers.
- 3. TO THE CONSUMER**
Big, de luxe Presto Electric Trivet complete with cord for only \$2.50. A \$4.95 value. Saves \$2.45. Sent direct to consumer from Presto. Offer good with every Presto product.

Offer good in Continental United States only.

Over 21 Million Satisfied Users

Presto

NATIONAL PRESTO INDUSTRIES, INC.
EAU CLAIRE, WISCONSIN



New magic from RAYTHEON.

NEW! Star-monic

UTTERLY NEW KIND OF TELEVISION
DIFFERENT IN EVERY WAY!



Low, low prices
start at
\$139⁹⁵
Available in
11" and 21" models

Raytheon has revolutionized industry thinking! Electronic scientists in the wonderland of Raytheon laboratories have refined the customary television circuitry—bettered performance—simplified maintenance—reduced size, just as Raytheon reduced its huge warship-radar for use in small craft. Imaginatively, Raytheon engineers set the new, more compact television chassis vertically, instead of flat—permitting Raytheon's stylist to create refreshingly smart lines. Truly, you won't be satisfied with any other set once you have seen Raytheon's all-new Star-monic, TV's only truly modern concept . . . of styling . . . of performance . . . of value!



5 Decor Colors

DECORATORS' DREAM come true! Five smart new fashion-favored colors in striking two tone effects—with gleaming stainless steel trim and rich gold, gray or bronze picture-masks—to glorify your home!

*Raytheon was awarded Highest Honor at the recent Decima Triennale Congress of Industrial Design, Milan, Italy. Of all exhibits from the world over, only three were so honored—only one was American made. That one was Raytheon.

NEW! Aristocrat TV



Incomparably fine Raytheon chassis—superb cabinetry—tone unsurpassed in glorious lifelike sound because your Aristocrat is the first truly high fidelity television!

NEW! Color TV



FIRST REALLY BIG SCREEN
Raytheon—first with 15" color pictures—first again with giant 205 sq. in. screen, in the first easily operated Color TV set everyone can tune quickly, accurately.



NEW! Miracle

NO TUBES! NOTHING TO PLUG IN!
NEVER WEARS OUT!



Eight tiny transistors replace bulky tubes—without hard knocks—use almost no current (500 hours on 4 easily obtainable ordinary flashlight cells). Far more convenient and actually costs less to operate than the conventional AC-DC radio sets it seems destined to replace.

First important advance in radio

..wonderland of electronics

TV

Stand-up Tuning



NO STOOPING. Tunes from natural, easy, finger-tip level. Complete set of controls—all on top! It's another widely-imitated Raytheon "first!"



Portable

SO COMPACT that they are easily carried, weigh so little that they can be moved from room to room, to and from porch. Fit conveniently into car trunk, for trips.



It's All Picture!

NO SQUINTING. All giant screen picture! From edge to edge, it's ALL one huge, comfortable-to-watch image—the clearest, steadiest, most deeply and fully defined picture you've ever seen!



Ship-to-shore telephones for everyone! Raytheon buletins (available on request) describe rugged 10, 15, 30 and 100-watt models that receive and transmit with land-phone clarity over great distances.



Navy jet pilots are safeguarded by new Raytheon "clock-in" device—first triumph for completely carrier-controlled system to guide aircraft approach and landing.



5000 mathematical operations in ONE second by Raydac, the digital computer developed for the Bureau of Aeronautics by Raytheon.

Electronic miracles almost beyond the scope of your imagination!

RAYTHEON



Almost instantaneous cooking with Raytheon Radiorange!—corn on cob, 45 seconds; eggs, 15 seconds; fish 45 seconds! So miraculous that, although details are available to you on request, complete public announcement has not yet been made!

Transistor Radio

Electronic miracle maker
for over a quarter-century



since the vacuum tube!

LIFE

RAYTHEON

RAYTHEON MANUFACTURING COMPANY

Television and Radio Operations

5921 West Dickens Avenue, Chicago 39, Illinois

SEE

MARCH 21!

(on sale March 18, 1955)



Here is a BIG APPLIANCE
with a Big, New Market . . .



WATER SOFTENERS

A market supported with National TV
and National Magazines



MEDIC, NBC-TV, winner of the Sylvania Grand Award as the outstanding program on television, will carry soft water messages to more than 16,000,000 viewers all over the U. S. MEDIC's prestige and proved selling power will greatly increase the demand for water softeners.



HOME, NBC-TV, starring Arlene Francis, favorite daytime TV show of American housewives—will reach millions of potential customers with soft water commercials this spring and fall. With over 4,000,000 viewers daily, HOME has repeatedly demonstrated it can sell products!

And this market, 85% of the U. S., offers you an opportunity which is unequalled in sales potential. Take advantage of this great sales opportunity in a market that has been pre-sold and is being advertised and promoted across the entire U. S. this year. Millions of impressions from magazines and television telling how "Soft Water Makes The Difference" will create a demand for water-soften-

ing equipment. Today water-softening appliances are important to the modern home. You should investigate this wonderful, new market now! Let us show you how water softeners will make the difference in your profit by supplying you with names of water-softening appliance manufacturers using DOWEX® high-capacity resin. THE DOW CHEMICAL COMPANY, Midland, Michigan.

THE DOW CHEMICAL COMPANY
Midland, Michigan, Dept. WS-1006G

Please send me further information about Dow's national advertising programs, as well as the names of water softener manufacturers using DOWEX high-capacity resin in their equipment, who are interested in new dealers.

Name _____

Street Address _____

City _____

State _____



With two TV shows and these four national magazines working for you, all hard water areas will soon be looking for water-softening equipment.



A water-softening appliance bearing the DOWEX label is recognized as a first-class product.

you can depend on **DOW CHEMICALS**



Accurate Estimates

CONTINUED FROM PAGE 212

less time, and thus at a lower price to Berger Brothers.

On-the-Job Extras. The same careful advance specifications that avoid extra charges from subcontractors are used on every part of a Berger Brothers installation. In making his estimate, the salesman figures in every last bit of labor. Then, in submitting his price proposal to the customer, he lists all the work to be done in detail. He emphasizes, however, that nothing will be done beyond what the proposal specifically mentions, unless the customer wants to pay extra for it. Once this is made clear in advance, Berger finds, there are never any hard feelings later.

One Estimate, One Price

"When we're all through figuring our materials at retail price, our own labor cost, and our subcontractors charges, we have an estimate," says Berger, "and that estimate is our first, last, and only price to the customer."

Some kitchen men, he points out, have a habit of looking at their first estimates and intuitively raising them or lowering them a bit before submitting them to the customer. They reason either that "this job is competitive, so I'd better cut my margin a bit," or that "this customer has a lot of confidence in me, so I can raise it a bit and make up some of what I lost on that last job."

"Once you've spent so much time figuring every last dollar, it's silly to throw all that out and pick a new number out of the air," says Berger.

In spite of his firm's careful estimating methods, Berger admits that a certain amount of error often creeps in on hard-to-figure labor costs. These usually are underestimates, since a too-high figure just results in the competition winning the job.

As a result, Berger Brothers makes its legitimate full profit on about 70 percent of its jobs. On most of the rest of its jobs, it makes a smaller profit. Occasionally, it handles a job where immediate labor and materials are covered, but overhead is not fully paid for.

Berger Brothers considers this record satisfactory, because it is a sign that the estimates are being figured closely. Another proof that the firm's prices are close to "on the nose" is its sales record: Of 100 prospects who get to the drawing-and-estimate stage with Berger Brothers, the firm gets 75 jobs. It maintains this average despite strong competition from a number of excellent kitchen remodeling specialists in Wilmington.

"The kitchen business is not a business for amateurs," concludes Berger. "It's getting more and more competitive. If your prices are too high, you don't get work. If they're too low, you get jobs but find yourself behind the eight-ball pretty soon. Only by estimating accurately, we've found, can we be sure of a steady volume of profitable work." End



BEN-HUR

Leads the field!

in freezer sales!

...and here's why



- Your Ben-Hur customers receive, from a trained food counselor, a Free Home Freezer Management Course in buying and freezing foods, guaranteed to show them how a Ben-Hur can pay for itself.

- The Ben-Hur line includes chest and upright models for every size family, every size home, every size budget. There's no limit to Ben-Hur sales potential!



- FREE gifts for your Ben-Hur customers—nationally-advertised traffic appliances that appeal to every homemaker... and bring prospects into your store.

- Ben-Hur's advertising and promotion is keyed to reach your prospects in your market... and brings them to your store.



- AND the big Ben-Hur Special—you can win the trip of your life for you and your wife... Bermuda, Europe, Hawaii, Mexico, Miami—you name it... and you can win it! Merchandise prizes, too!



BEN-HUR

America's Finest Freezer

...now AMERICA'S FASTEST SELLER

Get on the road to real profits with Ben-Hur. The coupon will bring full details.

BEN-HUR Manufacturing Co.
Milwaukee 12, Wisconsin



Those profits sound good. Rush the Ben-Hur Story.

Name.....

Address.....

City.....Zone.....State.....

EM-3

How to Make More "Full 40%" Profits ... with Proper Kitchen Planning!

A WORD TO THE WISE MERCHANDISER



1 Here's how farsighted Republic Steel Kitchens dealers bring in the long dollar . . . how you can, too! First of all, you've got your display—a real model kitchen that makes selling easy and natural. Right away, you're in business. No huge investment. No big inventory. And a higher markup than most big-ticket appliances. Next, Republic gives you sound, sensible promotions—full-margin money makers, not loss leaders.



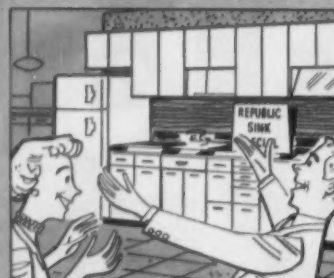
6 Impress her with Republic's big features, like nylon-glide drawer operation, adjustable shelves, storage facilities. Republic offers a quality line at budget prices.



7 Show her how Republic can give her a really custom kitchen economically, right from stock. Show her trend features like built-in oven and range cabinets, stainless steel sinks.



2 Promotions bring in prospects! They want to know all about the special sink you're offering, but they're dreaming of a new kitchen. Your display will help that dream.



4 But why stop with the sale of a sink? Tell her how this sink special can be a money-saving step toward a wonderful, new Republic Steel Kitchen. If she needs a sink, she needs a kitchen.



3 Of course, you'll tell her about the special and what a real value it is. Republic's mass-production economy provides you with the best promotion values possible.



5 Get her to talk about her kitchen. How old is it? What's wrong with it? Make her dissatisfied with it by going through your easel presentation.



8 Make a home appointment, soon. Show her how she can own a Republic Steel Kitchen now, with convenient payments. Remember, a little extra effort pays off in big, extra "full 40%" profits!

Republic Steel Kitchens is in step with modern kitchen trends and modern kitchen merchandising. For the complete story on Republic's protected dealer franchise write: REPUBLIC STEEL, BERGER DIVISION, 1012 BELDEN AVENUE, CANTON 5, OHIO.

THE "HOW TO" LINE!
Republic Steel Kitchens



NEW PRODUCTS



ANNA A. NOONE

New Products Editor



NORGE Built-In Ranges

Norge Div.,
Borg-Warner Corp.,
Merchandise Mart,
Chicago, Ill.

Models: Norge built-in ovens are available with doors in 4 finishes; surface units in a choice of 2- or 4-burner models.

Selling Features: Oven door finishes are copper, silver-tone, white porcelain, and gold-tone. Oven can be installed in 23-in. wall space; has automatic temperature control, clock, 3 racks, timer, signal lights on exterior and a light inside; oven is roomy enough to bake a 35-lb. turkey.

Two-element tops are 12½ in. wide, 21½ in. deep. 4-unit tops are 24½ in. wide, 21½ in. deep. Both sizes available in white or gray porcelain or stainless steel; elements have 7 heats.

Prices: Ovens from \$179.95 for white porcelain to \$199.95 for gold-tone; 2-element burners from \$65 to \$72; 4-element from \$130 to \$143.



LEONARD Refrigerators

Leonard Div.,
American Motors Corp.,
Detroit, 32, Mich.

Models: 9 new models in Leonard 1955 line include 5 models in choice of 8 exterior finishes in addition to white.

Selling Features: Foodarama, has 16 cu. ft. capacity; combines an upright freezer with high-humidity automatic defrosting refrigerator in single upright cabinet, with 2 doors opening from center; 4 shelves in freezer compartment refrigerated for fast freezing; 2 shelves, including pastry shelf, removable for storage of extra large frozen foods; 6 ice

cube trays; shelf to hold 2 gal. ice cream in door, frozen juice rack, freezer wrap dispenser; unrefrigerated banana bin; refrigerator has 3 roll out shelves, slide out fruit basket and twin crispers; breakfast bar at top stores bacon, eggs, juices together, below are butter and cheese chests.

LC-130, 13 cu. ft. 2-door combination refrigerator-freezer has separately insulated freezer chest with 85 lb. capacity; refrigerator automatically defrosts; ice-cream keeper in freezer door holds 3 half-gal. containers.



LC-120, 12-cu. ft. combination has separately insulated 102 lb. freezer at bottom.

LA-120, 12 cu. ft. refrigerator has 80 lb. frozen food capacity, fully automatic timer-controlled Magic Cycle push-button defrost.

LS-110, manual defrost companion to LP-110.

LP-81, 8.1 cu.ft. refrigerator has 56 lb. frozen food storage; Magic Cycle push-button automatic defrost. Companion models LS-81 and LA-81 defrost manually.



APEX Automatic Washer

Apex Electric Mfg. Co.,
1070 E. 152nd St.,
Cleveland, 10, O.

Model: Apex Wash-A-Matic Sixty-10.

Selling Features: Cycle guide-light control system enables selection of wash method for various fabrics,

degree of soil and amount clothes washed; timer control knob makes it possible to shorten, interrupt, bypass or repeat any phase of 27½-min. cycle; for small loads control knob is set to ¼ water fill; temperature control switch with setting of hot and warm permits use of water at 160 or 100 degs.; 4-bulb, guide light panel lights as washer enters each new cycle; Fibreglass Spiral tub agitator, contains 761 sq. in. washing surface; agitator pulsates 625 times per min and goes into special "fluffing action" dry spin; gold trimmed panel; top-loading; convex-shaped, glass look-in lid; interior light; porcelain top; hydraulic system automatically corrects out of balance loads.

Price: \$327.50; No. Sixty-11, \$277.50 and semi-automatic Sixty-12, \$227.50



APEX Automatic Dryers

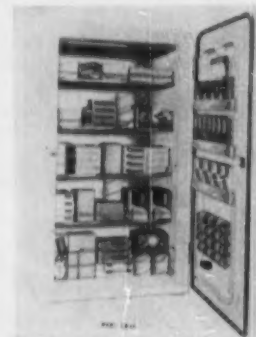
Apex Electrical Mfg. Co.,
1070 E. 152nd St.,
Cleveland, 10, Ohio

Model: Sun-Glow, Seventy-10.

Selling Features: Identical in size with Apex washer; uses infra-red element, a cycle-control system that permits selection of drying suited to each fabric—3 heat selector buttons mounted on gold-toned panel permit choice of hot, medium or low heat; calibrated fabric and timer control can be set according to fabric for any time up to 90 min; 3 drying methods: a combination of heat, air and tumbling for regular washes; a cycle using air and tumbling for synthetics; and a cycle of heat and air, but no tumbling for woollens and other fabrics that shrink from tumbling. Safety control with 4 bulb guide light panel lights up—red for hot, yellow for medium, blue for low; a green for safety. Opening door releases a switch that stops all action, turns on green light; re-set button has to be pressed to start dryer again; other features include a glass door insert; interior light; from left or right-hand door; pull-out lint trap

in center of control panel; vent openings at each side and on back; floor level toe-tap door opener.

Price: \$247.50. No. Seventy-11, \$207.50



QUICFREZ Freezers

Quicfrez, Inc.,
Fond du Lac, Wis.

Models: 4 chest and 3 uprights in Quicfrez 1955 freezer line.

Selling Features: Upright model QU18A, takes 36 in. wall space; holds 630 lbs. food; 3 accessible Handi-shelves in door; dual-purpose, easy-tilt shelf at bottom compartment holds packages when placing food into or removing from freezer; 4 Fast-Freezing shelves; large juice bank, specially designed pie-rack, heavy-duty, easy-operating door latch with built-in lock; 18 cu. ft. capacity.

QU14A, 14 cu. ft. model holds 490 lbs. steel shell-type condenser construction, green interior, gold trim similar to QU18A; 3 Handi-shelves; juice rack in door; 4 fast-freeze shelves; built-in lock.

Q42B "Twins" occupies 2 ft. wall space, holds 140 lbs.; removable shelves.

Chest models: Q20E, has 20 cu. ft. capacity, holds 700 lbs. food; fast-freeze compartment; 2 dividers, 2 separators and 2 baskets; shell-type condenser construction, built-in lock, counterbalanced lid.

Q17E, has 17 cu. ft. capacity, holds 584 lbs.; 2.2 cu. ft. fast freeze compartment safety dial cold control with warning light; counterbalanced lid, built-in lock.

Q132E, has 11 cu. ft. capacity, 462 lbs.; 2.2 cu. ft. fast freeze; hermetically sealed; safety dial cold control with warning light and automatic floodlight.

Q9E, 9 cu. ft. model holds 315 lbs. food. 2.2 cu. ft. fast freeze; divider, separator, basket.

Prices: Uprights from \$449.95 for 14 cu. ft. model to \$559.95 for 18 cu. ft. model; Chest models from \$319.95 to \$559.95.



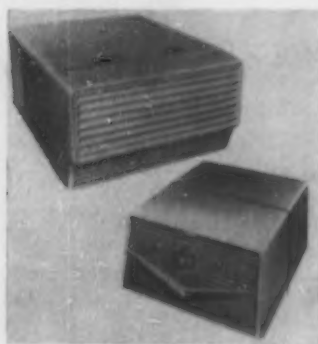
CROSLLEY Refrigerator

Crosley & Bendix
Home Appliances Div.,
Avco Mfg. Corp.,
Cincinnati, O.

Model: Crosley Shelvador CAG-95

Selling Features: Prestomatic defrosting; deep door storage, custom trim; trigger-touch door latch; roller mounted crisper; 42 lb. freezer locker; 14 lb. frozen storage drawer; built-in beverage server automatically serves cold drinks through door.

Price: \$319.95



REMINGTON Air Conditioners

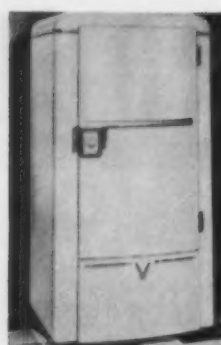
Remington Corp.,
Air Conditioning Div.,
Auburn, N. Y.

Models: Remington 1955 line includes 3 Pacemaker, 3 Custom Series and 1 Superaire Series window air conditioners plus 2 Consolaires and one console model.

Selling Features: Pacemakers are available in $\frac{1}{2}$, $\frac{3}{4}$, a standard $\frac{1}{2}$ and a Deluxe. Features include Air-flo Fresh'ner odor eliminator; Tube and Sleeve air seal design for tighter installation; box girder chassis construction; Adjust-O-Mount permits installation nearly all in room or nearly all out or at any between point. Deluxe unit features a 2-speed fan and thermostat for automatic temperature control. All Pacemakers available in 115 volts, $\frac{3}{4}$ h.p. model also available in 230 volts.

Custom series of a $\frac{3}{4}$ and a deluxe $\frac{1}{2}$ and 1 h.p. window unit. Features include single dial control; reverse cycle is available on two models; deluxe units have thermostat control; 2-speed fan available on $\frac{3}{4}$ h.p. models which are available in 115 or 230 volts. Deluxe units in 208. Consolaire in $\frac{3}{4}$ and 1 h.p. capacities require no extra ducts, adjustable up or down, in or out of window or wall opening; $\frac{3}{4}$ model available for 115 or 230; 1 h.p. unit for 230 and 208; all

NEW PRODUCTS



SUB-ZERO Freezer

Sub-Zero Freezer Co. Inc.,
Madison, Wis.

Models: Sub-Zero 1955 line includes 10 upright models.

Selling Features: All-aluminum interior upright freezers; white baked-on enamel finish cold-saver inner compartment doors finished in white enamel; top, bottom and all shelves coiled with copper tubing; Tecomseh hermetically sealed condensing units; 4-in. Fiberglas insulation in door, top, back and bottom; $\frac{3}{4}$ in. Fiberglas in ends; adjustable temperature control; condensation on breaker strip minimized by heat wire; Models 17D, 19D and 22D have shelves in door panel to provide storage for canned concentrates, leftover, etc.

equipped with automatic thermostat control; 1 h.p. units have 2-speed fan and feature Remington "Climate Compensator."

Console "Overton" a $\frac{1}{2}$ h.p. aircooled unit available in Honduras mahogany, blond wood, or as a Leader in furniture steel cabinet; features include no protrusion beyond window line; greater capacity; quiet, efficient operation.

Easily installed electric resistance heat is available optionally for Deluxe $\frac{1}{2}$, $\frac{3}{4}$ and 1 h.p. window units and the Consolaires and Console.

Prices: Pacemakers from \$239.95 for $\frac{1}{2}$ h.p. S6C. "Overton" console, \$699.50.



ADMIRAL Air Conditioners

Admiral Corp.,
3800 Cortland St.,
Chicago, 47, Ill.

Device: Admiral 1955 air conditioners feature a built-in dehumidifier in 5 models.

Selling Features: Dehumidifier removes up to 84 pts. water a day; highlighting the 5 models is a $\frac{1}{2}$ ton unit, 50D5S with 6300 btu cooling capacity; removes $\frac{1}{4}$ pts. water per hr. from air.

Deluxe models 75D5 and 100D7A have simplified 2-speed weather control panel with 12 dial settings to provide 12 different kinds of weather; other features are a permanently cleanable filter which removes dust, dirt, soot, pollen before circulating air; Comfortrol thermostat is easily accessible behind directional air grille assembly.

3 standard models 50D5S, 75D5SA and 100D7S, $\frac{1}{2}$, $\frac{3}{4}$ and 1 h.p., contain double-duty disposal filters with extra large filtering surface; directional air flow louvers adjustable to direct flow of filtered air wherever desired.

Prices: From \$199.95 for 50D5S to \$449.95 for deluxe 1-ton with thermostat.



TOASTMASTER Toasters

Toastmaster Products Div.,
McGraw Electric Co.,
Elgin, Ill.

Device: Toastmaster 1-slice automatic A6 and 1B18 2-slice automatic toaster.

Selling Features: 1-slice model, designed for white collar girls, bachelors, adults living alone; also suitable for travel.

1B18, 2-slice toaster is small, compact toasts any size bread.

Both models are easy to operate; Superflex timer provides evenly browned toast every time regardless of heat or voltage fluctuations; control dial can be set for shade of toast desired; crumb tray swings open for cleaning at press of button; mica wound elements with nickel-chrome flat ribbon wire; chrome "jewelry finish."

Price: 1B18, \$22.50.



CARRIER Weathermakers

Carrier Corp.,
Syracuse, N. Y.

Models: Year-Round and Summer Weathermakers.

Selling Features: Year-Round Weathermaker conditions entire home, summer and winter from single, closet size cabinet; available in air-cooled and water-cooled refrigeration in models using gas or oil for heating; cooling capacity ranges from $1\frac{1}{2}$ tons to 7 $\frac{1}{2}$ tons; provides summer cooling, winter heating, filtered air circulation for entire residence removes excess humidity, from single cabinet controlled by one thermostat. For installation in new homes or replacement of warm air heating systems in existing homes.

Summer Weather maker provides cooling, dehumidifying, air circulation and filtering with a unit little larger than room air conditioner; installed with minimum ductwork inside home and connected to refrigerating unit located outside; uses no water.



PRYNE Ventilating Hood

Pryne & Co., Inc.,
142 N. Towne Ave.,
Pomona, Calif.

Device: Pryne Ventilating Hood No. 239.

Selling Features: New self-contained unit constructed with built-in 3-speed fan switch and light switch; fan and light are in section below bottom shelf to conserve cabinet space; exhaust duct may go inside wall behind range using no cabinet space whatever; installed under cabinets, over kitchen range it combines the Blo-fan exhaust ventilator and 100 watt Pry-Lite recessed fixture; hoods for 30, 36, 39, 42, and 48 in. cabinets in copper-tone, baked white and stainless steel; hood tilts for easy cleaning.

NOW...

**the water heater
that revolutionized
an industry**

does it again...

Permaglas[®]

America's leading glass-lined water heater

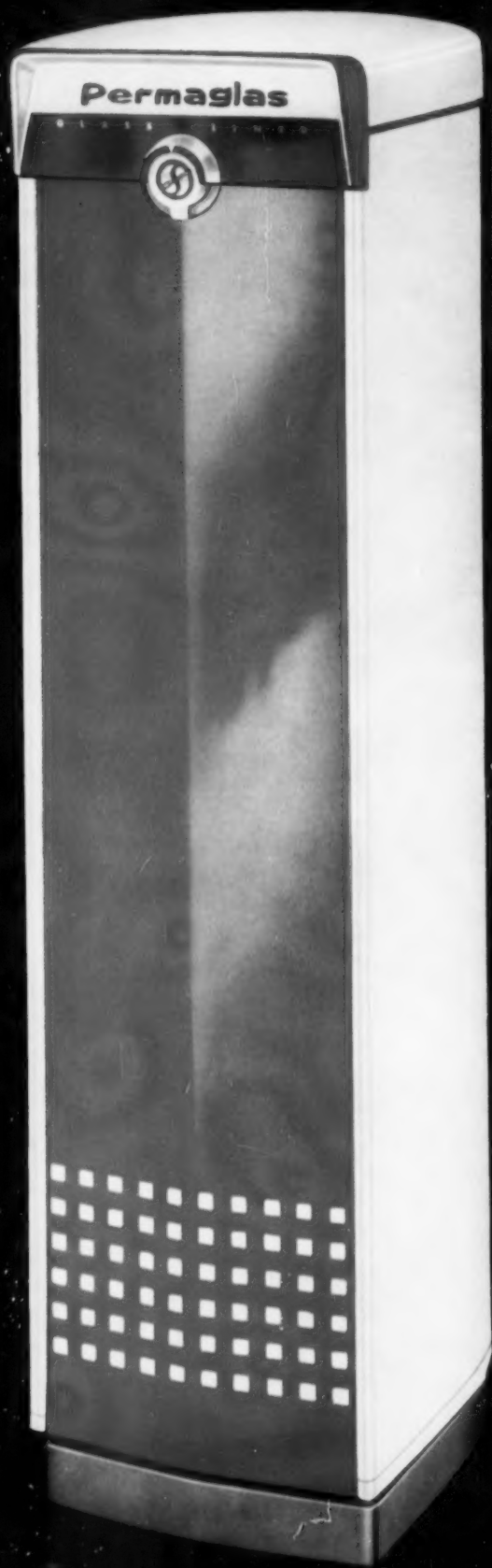
*Now...America's first stylized
water heater—in color*

*Plus...America's first "Eye-Hi"
temperature control*

*Plus...famous exclusive Heetwall
design—and higher inputs*

*And...the only glass-lined tank
proved by over 2,500,000 families*

*...all this in the most accepted,
most popular glass-lined water heater
in the industry!*



Through research  ... a better way

A.O. Smith
CORPORATION

PERMAGLAS DIVISION • KANKAKEE, ILLINOIS

You a target?



Let's face it...we're all targets!

If your plant is not ready with a disaster plan, better act now. There's not a single American plant that's out of range of an intercontinental bomber—and fires, floods, tornadoes or explosions can kill you just as dead as an atom bomb.

It costs next to nothing to take a few simple steps which may save hundreds of lives. Here they are. Check them off today.

☐ **Call your local Civil Defense Director.** He'll help you set up a plan for your offices and plant—a plan that's safer, because it's integrated with community Civil Defense action.

☐ **Check contents** and locations of first-aid kits. Be sure they're adequate and up to date. Here,

again, your CD Director can help. He'll advise you on supplies needed for injuries due to blast, radiation, etc.

☐ **Encourage personnel** to attend Red Cross First-Aid Training Courses. They may save your life.

☐ **Encourage your staff** and your community to have their homes prepared. Run ads in your plant paper, in local newspapers, over TV and radio, on bulletin boards. Your CD Director can show you ads that you can sponsor locally. Set the standard of preparedness in your plant city. There's no better way of building prestige and good community relations—and no greater way of helping America.

Act now... check off these four simple points... lives are at stake... have you a right to delay?



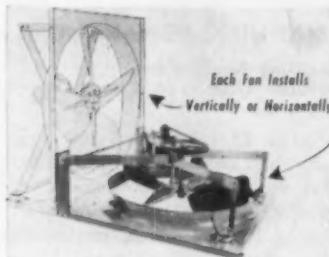


STANTHONY Ventilating Hood

Stanthony Corp.,
5341 San Fernando Rd., West
Los Angeles, 39, Calif.

Device: Stanthony kitchen ventilating hood No. S-350.

Selling Features: Hoods finished in baked enamel, equipped with 8-in. fan, two 40-watt lamps with switches for lights and fan, all assembled and prewired to one built-in pull box; 2 styles—Aristocrat in white or copper and scalloped edged, Provincial in copper enamel—sizes are 30, 36, 42 and 48 in.



McLEAN Attic Fans

Mc Lean Engineering Labs.
Princeton, N. Y.

Device: 3 new attic fans—20, 24- and 30-in. sizes.

Selling Features: Each fan suitable for horizontal or vertical discharge installation; fits ranch house ceiling or multi-story attic endwall; fan assembly fastens to house structure without adding springs, rubber or canvas connections; built-in soft rubber vibration absorbers, rubber-mounted main bearings, flex-steel frame; deep drawn steel orifice for maximum air flow; automatic belt tensioning; packaged units for wall and ceiling; Variety of other shutters for special needs also available.



R & M Hassock Fan

Robbins & Myers Inc.,
387 S. Front St.,
Memphis, Tenn.

Device: Robbins & Myers hassock fan.

Selling Features: Quiet 12-in. blades deliver draft-free air over circle of 360 degs; 3-speeds—high

NEW PRODUCTS

speed has 3500 cfm rating; sea-foam green styrene grill; steel frame and top allows fan to be used as table or seat.

Price: \$54.95



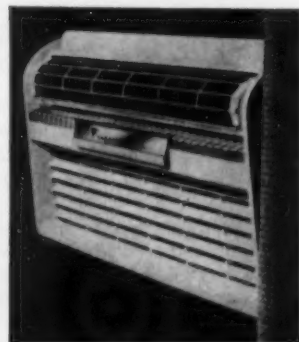
BROIL-QUIK Broiler-Rotisserie

Peerless Corp.,
615 W. 131 St.,
New York, 27, N. Y.

Device: Peerless Broil-Quik Super Chef Eldorado.

Selling Features: Calotron tubular element; automatic 4-hour timer; multi-temp infinite heat control; pilot light; removable top, restaurant-type grill, well and tree tray; capacity 15 lb. fowl or 20 lb. roast; 1400 watts, 115 volts, a.c. only; accessories include Bake-O-Matic tray, Pop-O-Matic corn popper and 2 fry squares; "gold 'n Black" finish.

Price: \$89.95 complete with all attachments and table.



FRESH'ND-AIRE Air Conditioners

Cory Corp.,
221 N. La Salle St.,
Chicago, 1, Ill.

Models: 3 separate lines of flush mounted, push-button Electromagnetic room air conditioners includes Deluxe series, Custom series and Standard series.

Selling Features: Deluxe series has 8 Electromagnetic push-button controls; factory installed heater and thermostat is standard equipment; gray-green cabinets trimmed in gold; series consists of a $\frac{1}{2}$, $\frac{3}{4}$, 1, and 1 $\frac{1}{2}$ ton sizes.

Custom series have 4 Electromagnetic push-button controls; automatic thermostat is available as an accessory; capacities include $\frac{1}{2}$, $\frac{3}{4}$ and 1-ton capacities, sand beige cabinets, gold trim.

Standard series has 3 Electro-

magnetic push-button controls; thermostat is available as accessory for field installation; sizes include $\frac{3}{4}$, 1 and 1 $\frac{1}{2}$ ton capacities . . . gray-green cabinets, gold trim.

Cabinets in all lines are similar and feature flush mount interior, extending less than 3 in. into room; flexible mounting includes, flush on inside, flush to outside of building or any desired position.

Prices: Deluxe series, from \$299.95 to \$499.95; Custom series, \$279.95 to \$379.95; Standard series, \$289.95 to \$449.95.



DORMEYER Skillet

Dormeyer Corp.
Kingsbury & Huron Sts.,
Chicago, 10, Ill.

Device: Dormeyer automatic French-Fry skillet.

Selling Features: Thermostatically controlled dial indicator on handle has "jewel" light which flashes on when skillet starts heating, goes off when temperature is reached; tells temperatures up to 450 degs. F; cooking-frying guide on handle; french-fry aluminum basket converts skillet to French-fryer; tubular element cast into pan; chrome finished, cast aluminum with heat-resistant plastic handles and feet; 11-in. diam.; 1150-watts, 110-120 volts, a.c. only.

Price: \$24.50.



SUNBEAM Blender Attachment

Sunbeam Corp.,
5600 W. Roosevelt Rd.,
Chicago, 50, Ill.

Device: New blender attachment for model 10 Mixmaster.

Selling Features: Large glass blending jar 8-in. high holds large quantities; sharp cutting blades; blends, whips, chops, pulverizes; has its own spindle; blender base fits into two holes on Mixmaster base; rubber supports holds glass secure.



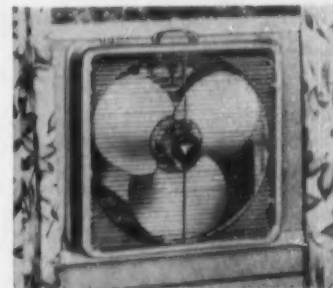
HOLLYWOOD Baker-Rotisserie

Finders Mfg. Co.,
3669 S. Michigan Ave.,
Chicago, 15, Ill.

Device: Holliwood Baker-rotisserie No. 1000T.

Selling Features: Barbecue-broiler-grill has built-in baker as integral part of unit—a perforated chromed steel baking grid conducts heat evenly, and is removable for easy cleaning; barbecues up to 15 lb. turkey or a 20-lb. roast; features include a 2-hr. automatic timer; removable spit; push-button heat controls—high, medium, low and bake; removable platter handle; 4-broil positions; chromed inside and out; special baking rack; heat resistant look-thru glass door; extra barbecue rack; serve-a-cart on casters.

Price: Complete with serve-a-cart, \$49.95.



FRESH'ND-AIRE Fans

Cory Corp.,
221 N. La Salle St.,
Chicago, 1, Ill.

Models: New line Fresh'nd-Aire push-button window fans and portable circulators.

Selling Features: Automatic push-button controls; 3-speeds; 20 in. rust-resistant, aluminum propellers; chromed steel safety guard grilles; grey-green baked enamel on furniture steel. Portables have tubular chromed steel pedestals.

ER-20 is electrically reversible; 6 pushbuttons for exhaust or intake on low, medium or high speeds; adjustable steel window panel in grey-green.

F-20 window fan is manually reversible; has adjustable steel panels; 4 push-buttons for 3-speed performance.

Hi-Low portable fan housing can move up and down tubular, chromed steel 4-wheeled, rolling pedestal—raises to 48 in. above floor or down to 17 in. from floor.

F20MS has 4 push-buttons for 3-speeds.

Prices: ER-20, \$79.95; F-20, \$59.95; F20MS portable, \$79.95.



DORMEYER Steam-Iron

Dormeyer Corp.,
Kingsbury & Huron Sts.,
Chicago, 10, Ill.

Device: Dormeyer "Iron-Well" steam-dry iron.

Selling Features: Built-in porthole funnel for each filling and emptying, holds 8 oz. tap water; weighs less than 4 lbs; 7 steam vents close when iron stands on end; fabric dial indicator; push-button switches from dry to steam; beveled edge soleplate with button guides; cool plastic handle.

Price: \$18.95



BROIL-QUIK Fryer-Cooker

Peerless Corp.,
615 W. 131 St.,
New York, 27, N. Y.

Device: 3-way Broil-Quik fryer-cooker-server.

Selling Features: Tapered well can be cleaned easily; decanter-type spout for pouring off fat; new type basket of perforated, brushed aluminum; double wall construction; cooking chart on triple chrome unit; 12 in. wide, 11 in. high; 1500 watts, 115 volts a.c. only; automatic thermostat keeps temperature at proper level; signals when temperature is right for cooking or frying.



KELVINATOR Washer

Kelvinator Div.,
American Motor Corp.,
Detroit, 32, Mich.

Model: Kelvinator automatic washer AWW.

Selling Features: Chrome control knobs offer fully automatic full-load washing cycle or manual selection of shorter fill and washing periods

NEW PRODUCTS

for lighter or fine-fabrics load. Features Kelvinator shampoo washing action; X-Centric agitation, overflow rinsing.

Price: \$289.95



MANNING-BOWMAN Blender

Manning-Bowman Div.,
McGraw Electric Co.,
Elgin, Ill.

Device: Manning-Bowman food and beverage blender, No. 525.

Selling Features: Blends, purees, pulverizes, shreds, grates, liquifies, mixes, churns, chops and grinds; break-resistant, full-qt. capacity mixing container; removable cover knob allows ingredients to be added while operating; high and low speed switch.

Price: \$24.95



QUICFREZ Refrigerators

Quicfrez, Inc.,
Fond du Lac, Wis.

Models: Quicfrez 1955 refrigerator line includes 4 models and the Quicfrez Twins—refrigerator-freezer combination.

Selling Features: Imperial 102B, style leader has 10.2 cu. ft. storage space; automatic push-button defrosting; full-width freezer chest holds 36 lbs; 3 Handi-door-shelves; pull-out shelf; new butter keeper; Quic-Chill tray and crisper; green interior with gold trim.

Stylist 102A has 10.2 cu. ft. capacity, 36 lb. full width freezer chest; 3 Handi-door-shelves; Quic-Chill tray, crisper, 11-pt. cold control, white interior with green trim.

Imperial 81B, 8.1 cu. ft. model

has 32 lb. freezer chest, push-button automatic defrost; pull-out shelf; 1-gal. beverage dispenser; butter keeper; full-width crisper; Quic-Chill tray; 3 Handi-door-shelves; green interior, gold trim.

Custom 81A, has 8.1 cu. ft. capacity, 32 lb. freezer chest; Quic-Chill tray, 3 Handi-door-shelves; touch-type door latch; levelling glides for adjustment to sloping floors; white with green trim.

Quicfrez Twins—matching 5.6 cu. ft. refrigerator and 4.2 cu. ft. upright freezer; 2 units have plastic covered top that provides 7.5 sq. ft. work area; units are also available separately as 56B refrigerator, and Q42B upright freezer. Exteriors also available in Fiesta yellow or Capri green.

Prices: From \$189.95 for 81A to \$289.95 for 102B. Twins, \$389.95.



WHIRLPOOL Laundry Line

Whirlpool Corp.,
St. Joseph, Mo.

Models: 1955 line consists of 4 automatic washers, 3 automatic dryers, a semi-automatic wringer-type washer and an automatic ironer.

Selling Features: Top-of-line Imperial automatic features new Guide Light Control panel color-keyed; flexible automatic operation including water level selection for small or large loads; 3-temperature water selection; red guide lights, on illuminated panel reports washing conditions selected and progress of operation; undulated-vented Surgi-ator increases washing action by increasing and energizing water currents.

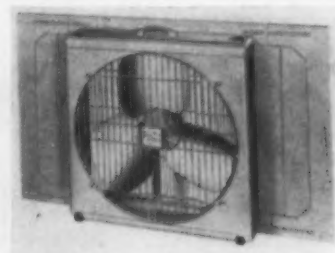
A space-saving 24½ in. Deluxe automatic features 2-temperature



water selection Pace Setter automatic washer, similar to Deluxe. Semi-automatic Surgomatic wringer-type washer features pushbutton controls for starting, draining, regulating wash cycle, an Aquamatic extractor.

New dryers match Imperial, Supreme and Deluxe washers; all available in gas and electric models. New 24½ in. Deluxe dryer operates on 115-volt may be plugged into any wall outlet; for faster drying may be installed for 230 volts.

Prices: From \$159.95 for Deluxe to \$349.95 for Imperial with Suds-Miser.



MANNING BOWMAN Fans

Manning Bowman Div.,
McGraw Electric Co.,
Elgin, Ill.

Models: Line includes 5 desk oscillators and non-oscillators; 4 Breeze-Box multi-purpose fans and 2 reversible double unit window fans.

Selling Features: Desk models include No. 41, single-speed 10-in. oscillator; 12-in. No. 51 3-speed oscillator; No. 52 single-speed oscillator; No. 31, 8-in. non-oscillator and No. 62, 16-in. 3-speed oscillator; all have steep-pitched, aluminum blades; closely spaced chrome-plated wire guards; die-cast bases; grey crackled enamel finish.

4 Breeze-Box, multi-purpose window fans available in 10, 12, 16 and 20 in. sizes, can be used as window fans—intake or exhaust—as portable floor fans, or as table fans; smooth-spinning aluminum blades; closely spaced chrome guards; gray baked enamel finish; back grill guard flush with fan; 16 and 20-in. models have 3 speeds, available with or without window expanders; adjustable from 26 to 46 3-speed, 12-in. model and single speed 10-in. model without expanders.



Reversible double window fans in 10 and 12-in. sizes can be used as exhaust or intake fans; one unit can be placed in intake position the other in exhaust; knurled knob on top makes it possible to swing unit to any position between complete intake or complete exhaust.

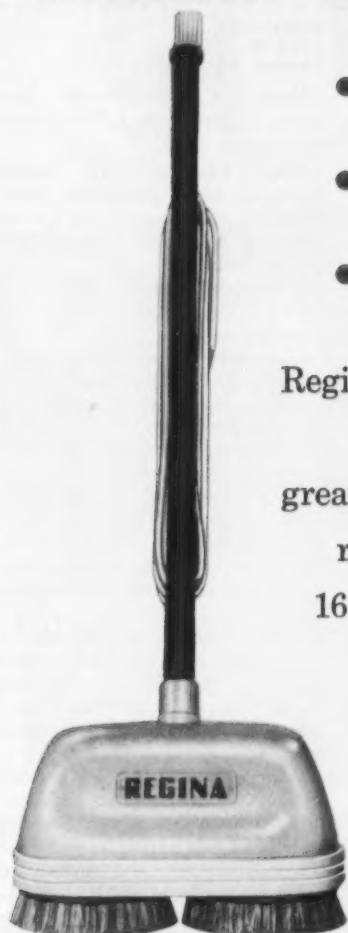
Prices: From \$5.95 for 8-in. non-oscillator to \$36.95 for No. 62 oscillator; Breeze-Box models from \$17.95 for 10-in. to \$39.95 for 20-in. fan plus \$6. for expanders. Reversibles from \$11.95 to \$37.50.

Big News for Spring!

NOW! EVEN MORE SELL IN 2 GREAT, PROVEN BESTSELLERS!

- *New Color Styling!*
- *Powerful National Advertising!*
- *Free Dealer Helps!*

Regina's two perennial bestsellers have even *added* sell for Spring! New two-tone pastel color styling for greater eye appeal...plus large-space color ads appearing repeatedly from early March thru June...in these 16 top magazines reaching over 37,000,000 circulation!



REGINA TWIN-BRUSH

POLISHER & SCRUBBER

Model TS. America's No. 1 home floor polisher. Rug Cleaning Attachment and Reconditioning Kit optional.

"The best and most beautiful thing on brushes!"

EXTRA! REGINA MODEL A

16-Inch TWIN-BRUSH Floor Machine

will be featured in large-space ads in publications like Institutions, Church Property Administration, Sanitary Maintenance.

BIG enough for heavy-duty large floor cleaning!

LIGHT enough to operate easily, carry comfortably!



Starting off in **LIFE**

(full page in color)

March 7, out March 4

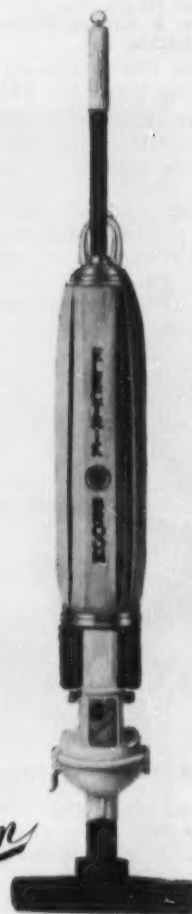
BETTER HOMES & GARDENS
WOMAN'S HOME COMPANION
AMERICAN HOME • HOUSEHOLD
McCALL'S • HOME MODERNIZING
HOUSE & GARDEN • SUNSET
WOMAN'S DAY • BETTER LIVING
HOUSE BEAUTIFUL
SMALL HOMES GUIDE
BRIDE'S MAGAZINE

Including featured "SHOW HOUSE" billing in THE SATURDAY EVENING POST and LIVING FOR YOUNG HOMEMAKERS

**TIE IN WITH
REGINA'S SPRING PROGRAM!**

Use these Free Dealer Helps!

Newspaper mat service,
Displays, Envelope Stuffers,
Radio & TV commercials,
Give-away Booklets.



REGINA

Elektrikbroom

Lightest, fastest, easiest-to-use vacuum cleaner ever invented. Swivel action nozzle for cleaning under furniture.

Used daily in thousands of hotel rooms.

**ACT NOW! CASH IN ON
REGINA'S BIG SPRING PROGRAM!**

THE REGINA CORP., Rahway 11, N. J.

I am interested in the

_____ Model TS Polisher & Scrubber

_____ Elektrikbroom

_____ Model A Floor Machine

Please send me:

_____ Name and address of distributor for my territory

_____ REGINA Dealer Helps

STORE NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SIGNED _____

In Canada: Switson Industries, Ltd., Welland, Ontario

NEW PRODUCTS



PROCTOR Toaster

Proctor Electric Co.,
3rd St. & Hunting Pk Ave.,
Philadelphia, Pa.

Device: Proctor automatic pop-up
De Luxe toaster No. 1478

Selling Features: "Color-Guard"
thermostatic control makes possible
uniform toasting of all breads—
white, rye, whole wheat, frozen—
without resetting color control
lever; horizontal lever provides wide
range of color adjustments; chrome
finish with fluted rims; easy to
reach crumb tray opened by knob
at bottom; 1050 watts, 110-120
volts.

Price: \$15.95



OSTER Haircutting Set

John Oster Mfg. Co.,
Racine, Wis.

Device: Raycine deluxe haircutting
kit No. 125.

Selling Features: Kit includes elec-
tric clipper with polished, forged
steel shears, tapered barber comb,
new butch haircutting attachment,
plastic neck apron and brush, can
of clipper oil, instruction book, in a
simulated red leather case.

Price: \$16.95.



DEERING Air Conditioner

Deering Air Conditioning Co.,
1069 Celestial Ave.,
Cincinnati, 2, O.

Models: Deering 1955 window air
conditioners fit all windows—case-
ment or conventional in 1/2, 3/4, and
1 h.p. sizes.

Selling Features: Can be installed
flush with window, flush with out-
side wall or any point between—
even in transoms or directly in
wall; meets building codes as well

as individual requirements; large
"Quad-Grille" outlet grill; "double-
deflection" to diffuse almost double
the cool air in scientific pattern
for evenly distributed cooling
throughout room; air is gently cir-
culated with no drafts even 24 in.
away from unit; quiet operation;
thermostatic control; swan gray
with contrasting grill trimmed with
gold.



NESCO Fryrite

Nesco Inc.,
250 N. 12th St.,
Milwaukee, 1, Wis.

Model: Nesco F-3B Fryrite deep
fryer.

Selling Features: Hammertone
chrome finish with dark brown
trim; operates on 110-120 volts a.c.,
1320 watts; thermostat control
maintains proper temperatures au-
tomatically; Temp-Trol cooking
guide on Fryrite face makes it easy
to select proper cooking temper-
atures for every food; filter well
keeps oil clear.

Price: \$19.95.



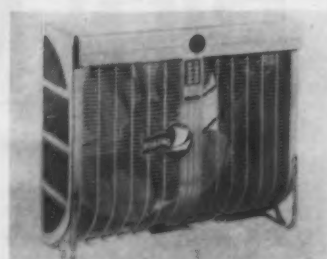
VIKING Fans

Viking Air Conditioning Div.,
The National Radiator Co.,
5601 Walworth Ave.,
Cleveland, 2, O.

Models: New 20-in. multipurpose
window fan No. 920 and No. 955
deluxe 22-in. window fan.

Selling Features: No. 920 features a
1/15 h.p. motor, 2-speeds, circu-
lates 3400 cfm (NEMA) and ex-
hausts or intakes 2500 cfm
(PFMA); fits any double-hung
window 21 to 41 in. wide; easily
lifted from window fitting to table
or floor for use as portable, free-
standing air circulator; suitcase-
type handle on top; weighs 20 lbs;
for night air, it is reversible; gray
and seafoam finish with gold ac-
cents; slim case expandable mount-
ing, dial-set switch, safety grills
front and back; floor stand tilts;
and is adjustable.

No. 955, deluxe, 22-in. window



ELECTRIGLAS Heater

Electricriglas Corp.,
Bergenfield, N. J.

Device: Little Giant portable
heater.

Selling Features: Heating element
sealed in Solar Glass; hammered
silver finish case with protective
grill and convenient handle; 17-in.
high, 6 in. deep, 22 1/2 in. wide;
1500 watts.

Price: "Less than \$60."



MAGIC-AIRE Porta-Cooler

Indoor Climate Products,
316 Senise Dr.,
San Antonio, Texas.

Device: Magic-Aire evaporative
cooler type Porta-Cooler.

Selling Features: 24 in. wide, 19 in.
deep, 34 1/2 in. high; equipped with
16 in. fan; 2000 cfm at high speed;
3-speed switch; 6 ft. cord; water
capacity 40 qts.; suitable for homes,
motels, trailers, summer cabinets,
hospital rooms, schools; can be
transported in car, and rolled from
room to room as needed.



HOTPOINT Disposers

Hotpoint Co.,
5600 W. Taylor St.,
Chicago, 44, Ill.

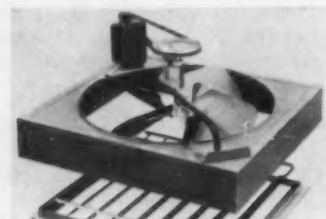
Models: 3 new Hotpoint food
waste Disposals in Golden Anni-
versary line.

Selling Features: All models
equipped with perforated shred-
ders, 1/2 h.p. motors to give quicker
grinding and draining action; rub-
ber mountings.

Two deluxe models MW9 and
MWP9, have control covers that
turn disposer "on" and "off," and
act as sink stoppers when home-
maker wishes to fill sink with water;
impeller pushes food scraps into
diamond-hard shredders; automati-
cally reverses its direction each time
appliance is used.

MW9 designed for installation
with any kitchen sink that has a
3 1/2 to 5-in. drain opening; swivel-
ing feature for quicker installation
lets lower half turn to meet ex-
isting plumbing connections.
MWP9 designed for sink installa-
tion with any type pump-drain
automatic dishwasher—simple pipe
connection pumps used wash water
from dishwasher into drain outlet
of disposer.

A new continuous feed, low-cost
model MW-10 permits pushing ad-
ditional food scraps into shredding
chamber while unit is in operation;
standard switch and automatic re-
versing switch available, can be
installed in convenient location by
sink; equipped with removable
plumbing lug so any pump-drain
automatic dishwasher can be in-
stalled later at no additional plum-
bing expense.



REED Attac Fan

Reed Unit-Fans Inc.,
1001 St. Charles Ave.,
New Orleans, La.

Model: Suburban attic fan.

Selling Features: 32-in fan com-
plete with shutter can be installed
in a 36-in. hallway; G-E all-angle
motor; permanently lubricated
ball bearing blade shaft; counter
balanced blades and pulley; steel
construction; automatic aluminum
shutter.



NOW— the original $\frac{1}{2}$ H.P. AIRTEMP air conditioner
for easy installation inside casement windows
gets a more powerful big brother

Announcing...

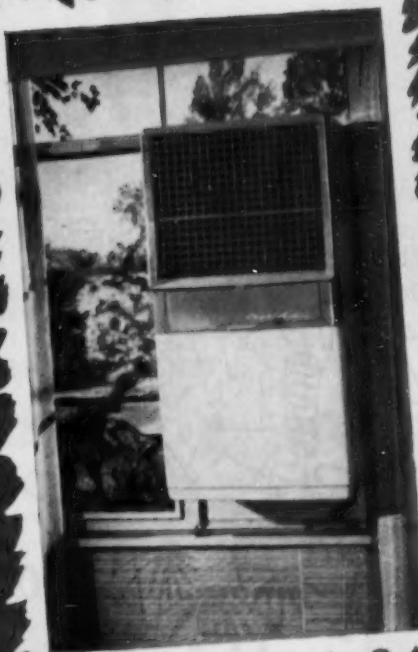
the new $\frac{3}{4}$ H.P.

**Airtemp for
casement windows**

*Gives you a bigger market than ever before!
Lands you sales where others can't compete!*

Airtemp made history last year, giving dealers the key to a vast, untapped market with the first room air conditioner especially designed for easy installation completely inside casement windows. And that original $\frac{1}{2}$ horsepower Airtemp is currently the only model that has been tested and proved in so many installations!

Now, for '55, Airtemp brings you a more powerful $\frac{3}{4}$ horsepower model for casement windows in houses and apartments where greater cooling capacity is required. With these two models for casement windows plus six models for conventional windows... the Airtemp line gives you the answer to every requirement. It's the complete line you need to make the coming selling season the most profitable yet!



NOW—more than ever—IT'S AIRTEMP FOR '55

A few select territories still open—MAIL COUPON TODAY FOR COMPLETE DETAILS!



Airtemp
DIVISION OF CHRYSLER

AIR CONDITIONING FOR HOMES, BUSINESS, INDUSTRY

ELECTRICAL MERCHANDISING—MARCH, 1955

ROOM AIR CONDITIONER DEPARTMENT EM-3-55
Airtemp Division, Chrysler Corporation
1600 Webster Street, Dayton 1, Ohio

Yes, I'm interested—please rush complete details.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____





ABC spells profit...



**ABC means more
business and profit
for you!**

**ASK YOUR DISTRIBUTOR
FOR COMPLETE DETAILS
OR WRITE DIRECT!**

1

CUSTOM-ENGINEERED matchmates

The **ABC-O-MATIC Washer**, with amazing 2-cycle washing, sets a new standard for automatic washing. When washing delicate fabric garments and small, mid-week loads, it saves half the water, half the soap and half the time of regular washing. And ABC has the finest demonstration feature in the industry... "Shampoo Washing."

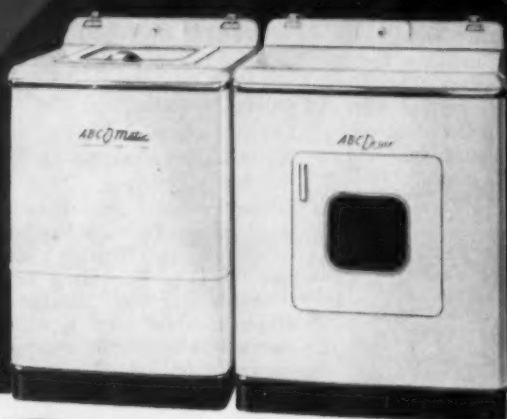
THE DRYER matches the washer in sparkling brilliance and performance; beautiful aquamarine porcelain interiors and gorgeous new control panels, illuminated in color and sure to catch the gal with buy in her eye. She'll be entranced, too, with the "Jet-Aire" drying story. It makes sense... and dollars!

ALTORFER BROS. COMPANY

PEORIA, ILLINOIS

America's Leading Washers and Dryers

with these 3 fast-moving **WASHER-DRYER COMBINATIONS!**ALL FULLY AUTOMATIC



2 DELUXE QUALITY matchmates

Here are all the performance-proved ABC features, incorporated in the year's outstanding value in washer-dryer combinations. Ask about the special ABC Trade-in Promotion that puts this deluxe quality equipment within reach of millions of customers in the middle-price range.

The Washer is sparkling new Model 53 with "See-Vu" glass lid, "Centric" agitation, "Shampoo" washing and overflow rinsing.

The Dryer has every exciting feature you need to sell!



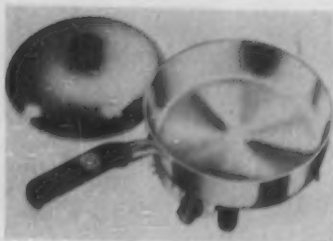
3 BUDGET-PRICED economy pair

Here's a profit-making pair at popular prices! A washer and a dryer you can sell against all competition... and be proud to install. They're priced to give you plenty of volume in the budget-minded market... plus full profit margins! The Model 60 ABC-O-MATIC Washer and Model B Dryer are full-size, handsomely designed, value-packed with the same performance features proved best on deluxe ABC home laundry equipment.

Exciting, Profit-Producing Promotions, Too

Act fast! We have plenty of easy ways for you to make more money selling ABC washers and dryers... tuned to the 1955 market. Premiums galore, terrific sales tools, plus a trade-in promotion that's proven to be an outstanding business getter. Get this new promotion portfolio today!





DU-WAL Skillet

Du-Wal Inc.,
River Grove, Ill.

Device: Du-Wal all purpose skillet.
Selling Features: Cast aluminum; round design; 11-in. diam; 2½ in. deep; handle has permanent cooking guide; entire unit is immersible including heating element and thermostat control which is contained in a junction box at under side of skillet; specially developed gasket between junction box and cover plate under sufficient heat to vulcanize the seal; terminal pins, pilot light and thermostat are all sealed with gaskets. Cast aluminum, high dome vapor-seal cover keeps moisture within cooking utensil.

Price: \$19.95; cover \$3. additional.



CALCINATOR Garbage Disposer

Calcinator Corp.,
Bay City, Mich.

Device: Calcinator 1955 gas and electric garbage disposers.
Selling Features: New step-on lid opener; porcelain enamel top resists heat discoloration; shaker arm has been moved to front.



EMERSON Air Conditioners

Emerson Radio & Phone Corp.,
111 Eighth Ave.,
New York, 11, N. Y.

Models: E5C1 ½ h.p. window air conditioner and a portable model.
Selling Features: E5C1, a 7½ ampere, ½ h.p. draws less current, needs less current, needs no special wiring.

Portable air conditioner can be wheeled from room-to-room, installed without use of tools.

All Emerson Super Compact

NEW PRODUCTS

series feature "Flexible Mounting" that fits any window including casement windows; adjustable to 15 positions; 1955 line features include single knob control in front of unit; easy installation; rubber-mounted, permanently lubricated fan motor; built-in and plug-in thermostats; instant cooling with 5-star power plant.

Prices: E5C1, \$299.95.



MIRRO Coffee Service

Aluminum Goods Mfg. Co.,
Manitowoc, Wis.

Device: Mirro Gold-Tone coffee service set.

Selling Features: Set consists of Mirro-Matic automatic percolator, tray and sugar bowl and creamer finished in non-tarnishing Gold-Tone alumilite; percolator makes 4 to 8 cups; tray is 12-in. diam with polished rim and Suede-tone center; matched sugar and creamer have brown plastic handles; 7 oz. capacity.

Prices: Complete set, \$17.95; Percolator only, \$13.95; tray only \$2.95; sugar-creamer only, \$1.75



KAMKAP Kook-Out

Kamkap Inc.,
200 Fifth Ave.,
New York, 10, N. Y.

Device: KamKap Kook-Out outdoor barbecuers with self igniting "Fire-O-Matic."

Selling Features: Available in brazier or rectangular console models; featuring an electric, self-igniting attachment—an electric coil, buried in charcoal bed is set aglow by flip of switch—within a minute and a half the fire is at boiling heat; model illustrated, stainless steel with motorized spit, adjustable fire-box, hardwood cutting board, rubber tire wheels and stainless steel shelf.

Price: \$100.



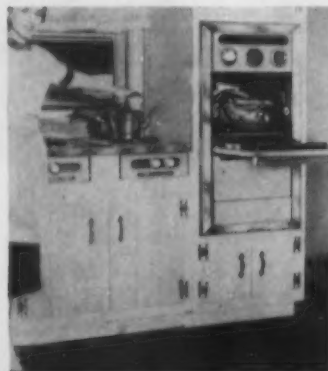
National Disposer

Plumbing Equipment Div.,
National Rubber Machinery Co.,
47 W. Exchange St.,
Akron, 8, O.

Device: National continuous feed food waste disposer No. 454.

Selling Features: Large diam. impeller prevents leafy material from "bridging;" large hopper takes large-sized waste, such as grapefruit halves; shredding accomplished by new tool steel biting vane with micro-sizing notches; bones are broken up by primary step-down shredding spurs on shredding ring; fibrous matter is broken down by notched biting vane and undercutting action of impeller controls; stainless steel sink flange; split-ring construction; ½ h.p. motor.

Price: \$94.95.



WELBILT Ranges

Welbilt Stove Co., Inc.,
Maspeth, 78, Long Island, N. Y.

Models: Welbilt's 1955 line includes a Hostess series, Custom series and 38-in. Deluxe series in both gas and electric models; also a line of gas and electric wall oven units and top surface units for built-in kitchens.

Selling Features: Feature of the line is the 38-in. Deluxe gas ranges available with matchless oven as optional equipment, Barbeque-pit rotisserie with a choice of radiant gas or electric heat; sizzle griddle is optional; other features include electric clock, lamp, timer and appliance outlet on Deluxe backguard.

Custom series features 20, 30 and 36-in. ranges, equipped with clock, timer, lamp and appliance outlet; glass oven window and oven light.

Hostess series features standard

promotional models in 20, 30 and 36 in. sizes.

Electric ranges are also available in Hostess, Custom and 38-in. Deluxe ranges which are comparable to gas models in design; electric rotisserie and griddle are also available in these models.

"Welbiltin" gas and electric wall oven units and top surface units are available in a choice of satin finish chrome or enamel finish; gas and electric are interchangeable; available with electric clock, timer, glass oven window and oven light with automatic oven as optional equipment; surface elements consist of 2 sections of 2 burners each.

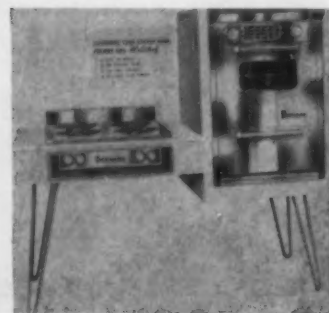


WEBER BAR-B-Q Kettle

Weber Bros Metal Works, Inc.,
108 N. Jefferson St.,
Chicago, 6, Ill.

Device: DeLuxe Bar-B-Q kettle No. BK-550 with electric, self-rotating electric spit.

Selling Features: Removable stainless steel smoke hood has built-in detachable self-rotating electric spit for large hams and turkeys; cover fits over hood also fits bowl of kettle when hood is removed; dampers in cover and bowl provide controlled heat cooking; spit plugs into any 110-volt a.c. outlet; weighs 57 lbs.; detachable legs fit inside kettle for portability; wheels on 2 chrome-plated legs make kettle easy to move; bowl contains removable charcoal and cooking grills; with legs removed kettle fits into fire-place.



PREWAY Gas Built-Ins

Preway Inc.,
Wisconsin Rapids, Wis.

Models: Preway Built-In stainless steel gas built-in ranges.

Selling Features: Wallchef ovens and Counterchef surface burners feature automatic ignition, eye-level controls; 14x16x19 in. oven; Panoramic oven windows; Quick-Kleen drip trays; surface burner units available in 2-burner or 4-burner size.

NEW *features...*

NEW *styling...*

the
"NEW ERA"

...in a new value-packed '55 leader by
STROMBERG-CARLSON

GIANT 27 1/2 SQUARE INCH
aluminized tube—for a bigger,
sharper, deeper picture.

TWO ALNICO 5 Permanent
Magnet speakers for higher
fidelity tone.

TILTED SPEAKER GRILLE for
natural diffusion of sound.

TINTED SAFETY GLASS—easy
on the eyes—and easily
removable for cleaning.

ILLUMINATED STATION SELECTOR
for quick, easy tuning.

POWER-X CHASSIS for superior
reception in any signal area.

GENUINE WOOD CABINET, in
contemporary styling,
handsome ribbon-striped
mahogany veneers,
caster-mounted.

\$329⁹⁵
(ZONE 1)



TELEVISION MODELS—ALL 21-INCH—PRICED FROM \$199.95 INCLUDING EXCISE TAX AND WARRANTY.

*there is
nothing finer
than a*

Take the New Era through its paces—show off its advanced new features—point
out the distinctiveness of its all wood cabinetry—and you will do a quick closing
job on even the most value-minded prospect.

The new 1955 Stromberg-Carlson line is designed to excite your
customers—and priced to let you sell TV at a profit.
For complete details, call or write your distributor today.

STROMBERG-CARLSON

You can sell more of -when it's "advertised in the Post"!



* Your best customers are Post readers * They pay more attention to Post advertising * They have more confidence in Post-advertised products * You sell them when you tell them "it's advertised in the Post."

anything



NATIONAL REPORT: "Operation Snowflake" vs. the winter slump

December is just about the low point of the year for white-goods sales. That's why U.S. Steel developed "Operation Snowflake," built around the theme of "Make it a white Christmas . . . give her a major appliance." The promotion got a big send-off with a two-page, four-color ad exclusively in The Saturday Evening Post. U.S. Steel furnished 128,000 display kits to give to utilities and major-appliance retailers. All-out support was given at every level, from manufacturers to retailers. (For instance, the Post cooperated by providing newspaper supplements in mat form which were used by 350 newspapers.)

What happened? In Los Angeles, sales went up 5 to 30% over December 1953. St. Louis saw similar results. In Brockton, Mass., "an abnormally high point was reached in the sale of white goods." A Chicago distributor saw a 150% increase. Other cities reported smaller increases. But as another Chicago dealer stated: "The most important thing is the fact that the promotion was started." For U.S. Steel will be back with another big white-goods event this December, with the Post playing a big part in their plans.

The Saturday Evening
POST — gets to
the heart of America



PERMUTIT Water Softener

The Permutit Co.,
330 W. 42nd St.,
New York, 36, N. Y.

Device: Permutit water softener No. DSQ-25.

Selling Features: Suitable for 1 to 1½ bathroom house automatic in operation except for backwashing and salting; 9-in. diam., 25,000 grain capacity.

A larger model for 2-bathroom houses (DSQ-50), 12-in. diam., with 50,000 grain capacity is also available.



DURATUB Laundry Tray

E. L. Mustoe & Sons Inc.,
Cleveland, 2, O.

Device: Duratub laundry tray.

Selling Features: Matches all automatic laundry equipment; pastel green Fiberglas tub doesn't chip, crack or stain; white baked enamel exterior with stainless trim; easy to install; adjustable legs; handi-drain; compartment for storing bleaches, soaks etc; soap dish and white enamel cover with cut-out corners and opening for hoses over handi-drain to permit washer to be emptied while covered. Tub has 20 gal. capacity.

Briefs



Per-Eze rug tool makes cleaning shag, hooked, loop and rag rugs easy with no damage to rug; glides easily over surface; fits tank type cleaners only; aluminum with rubber bumper to protect furniture.

NEW PRODUCTS



Leisurehouse, Merchandise Mart, Chicago, has a new laundry cart "Gypsy Kart" with a "hang-it" rod that raises within ironing-board reach for hanging ironed clothes. Denim basket on wrought iron frame; comes completely assembled.



Mirro-Matic's 1-hour minute minder has many uses. Spun-ray aluminum finish, white plastic dial, red numerals, 3½-in. high. Price, \$3.75

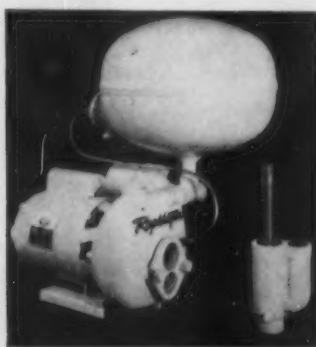
Dor-Lite—a small, plastic, weather-proof, light fixture to illuminate key-holes. Can be mounted on door jamb; fits right or left; automatic shut-off mechanism; complete with battery and bulb. Electric model also available for new homes; comes in 4 colors. Price, \$1.50. R. C. Fort, 15999 Joy Road, Detroit 28, Mich.



SSS-T is a new non-acid chemical for cleaning steam iron reservoirs. It removes mineral scales left by hard water deposits. For use with boiler or flash-type cleaners. Fast Chemical Products Corp., 94-16 34th Rd., Jackson Heights, 12, N. Y.



Dayton Rubber Co., announces a new type cleaner hose, "Dayflex" that doesn't curl, twist or fight back. Made of synthetic materials, the hose has a plastic-like appearance and feel. Specially tempered spiral wire core gives maximum flexibility; smooth, polished surfaces, inside and out, easily cleaned because dust will not collect or stick.



A new series of jet water systems with retail prices starting at \$89.50 is announced by Dayton Pump & Mfg. Co., Dayton, O. The systems, known as Rapidayton Space-Saver series have shallow well jet water system (¼ h.p. motor) and convertible jet water systems (½ and ¾ h.p. motors), they measure 23 in. high 18 in. from end to end and lapidatory 14-in. deep; can be installed under sink or in a closet; weight 60 lbs.



Wen Products, Chicago, recently introduced a heavy duty power sander No. 404. Straight line action sands with grain, reaches into corners; quiet, cool operation; streamlined grip. Weighs 3½ lbs. Price, \$19.95.



"Look 'n Cook" timer announced by Lux Clock Mfg. Co., Waterbury Conn. has a built-in "chart minder" that makes it possible for the user to simply turn dial pointer to food to be cooked and forget. Openings in dial specify correct cooking temperature and time required in minutes per lb. for meats or total time for cakes in other foods; when time is up Minute minder bell-chime signal rings. Maximum time setting is 285 min. It is also an accurate short range timer for 2- or 3-minute eggs, pressure cooker, etc.

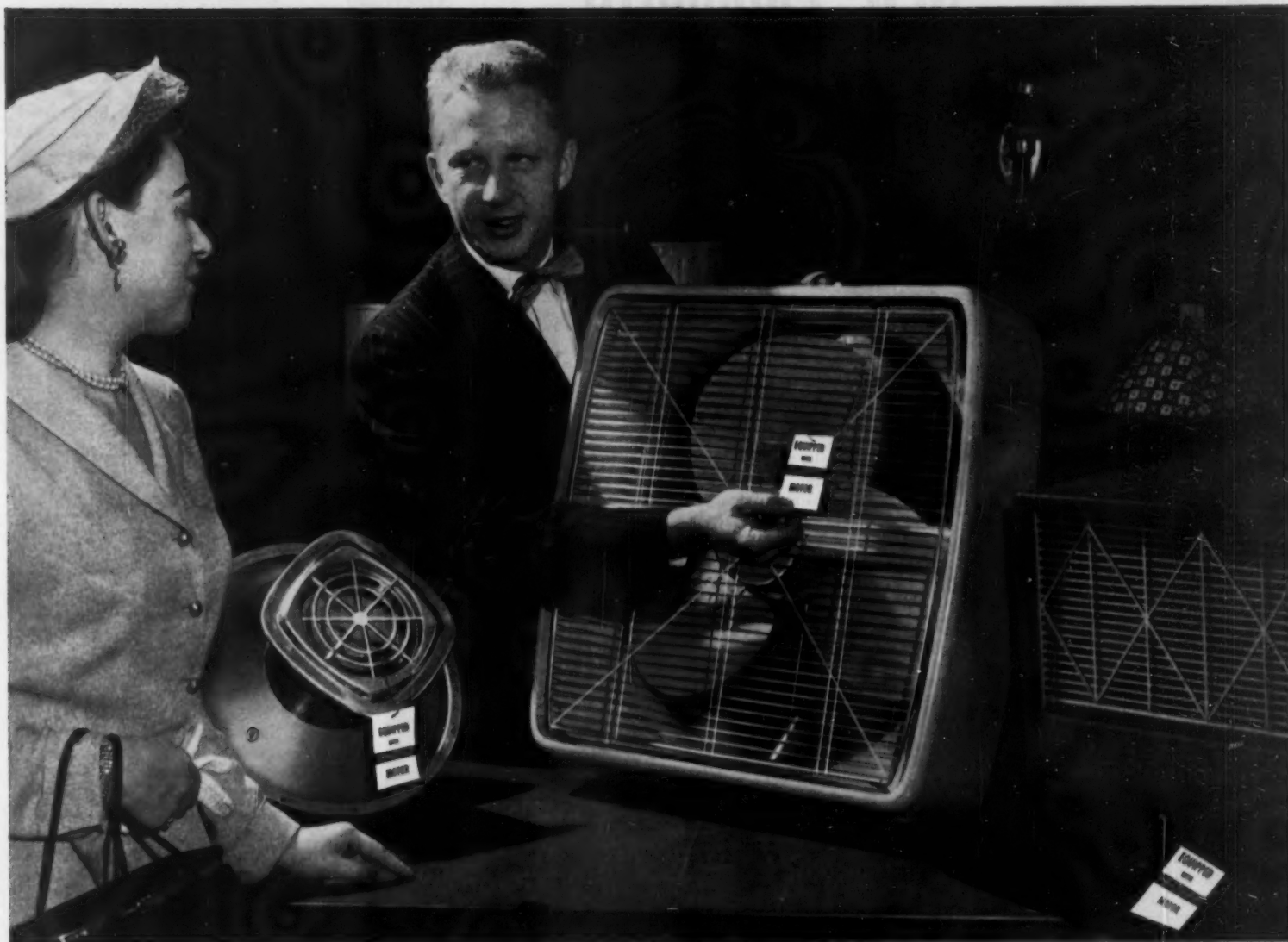


"Atlas Floor Vac" is a vacuum attachment unit for Atlas floor polishers. Accessories include extension hose, wand, special nozzles for upholstery, radiators, venetian blinds, floor, etc.



Knitted nylon "wash-in-net" bags, for use in automatic washers, to protect delicate fabrics and small pieces such as socks, gloves, baby clothes, lingerie; 15 x 20 in. John H. Graham & Co., Inc., 105 Duane St., New York, 8, N. Y.

Nesco Inc., announces 2 new Customatic Style Ryte kitchen cabinets in pastel baked enamel finishes with chrome top; available in 3 sizes: single door with 2 shelves and double door with 3 shelves and twice the single door width. Colors include sand, citron, sandelwood, and flame.



Assure Fast Stock Turnover in 1955

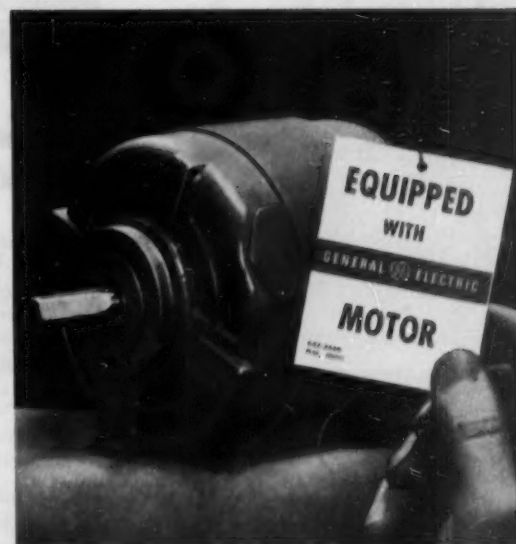
Buy units equipped with G-E motors

SALES-AID TAGS and high-quality General Electric shaded-pole motors can help you sell more window fans, room coolers, and kitchen ventilators during the coming hot-weather season. Long-life G-E shaded-pole motors add to both the customer satisfaction and saleability of your suppliers' products. **CUSTOMER PREFERENCE** for other G-E equipped products was proved recently in a special sales test conducted in Stamford, Connecticut. Out of a total of 30 sales during the test period, 28 purchasers bought the

product identified by a G-E sales aid tag. This result in spite of the fact that the dealer-established price of the G-E equipped product was higher than its prominently displayed competitor.

ON YOUR SPRING ORDER express your preference for G-E shaded-pole motors and ask your equipment supplier for these tags. They'll pay off for you in increased sales of air-moving equipment during the 1955 season. General Electric Co., Schenectady 5, New York.

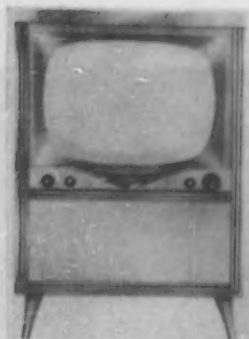
704-50



G-E SHADED-POLE MOTORS—designed for long operating life—feature permanently lubricated, quiet bearings, eliminate need for re-oiling service calls. Display "hang-on" tag to help boost your sales.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**



CBS-COLUMBIA 1955 TV Sets

CBS-Columbia
TV and Radio Receivers,
3400 47th Ave.,
Long Island City, 1, N. Y.

Models: 1955 line features 9 basic 21-in. models with variations in features and finishes bringing total offering to 16.

Selling Features: Each set has front tuning controls and compact cabinetry; 6 table models and 3 consoles; 3 sets use the horizontal "sweep tuning" feature, the remainder have conventional rotary-type tuning.

2 new table models have Dura-Clad, vinyl-laminated pebbled plastic cabinet covering and grained Dura-Clad plastic finish. The balance are wood.

UHF is available through factory installed 82-channel UHF-VHF tuner or local installation of strips; all models have improved 23-tube "1600" chassis with 41 mc intermediate frequency stage; other features include wide-angle deflection; improved photo-electron gun; CBS-Hytron mirror-backed aluminized tubes with dark filterized safety glass and new tube masking; 360 sound system uses 2-speakers for hemispheric sound; area switch permits local and distant reception; built-in all-channel UHF-VHF antenna; improved audio circuits include over-size speaker magnets; new compensated negative feedback; "X" shaped chassis saves pounds and inches of space; traditional and contemporary cabinets in ebony, cordovan, mahogany and blond Dura-Clad and in mahogany or blond wood.



ZENITH TV Sets

Zenith Radio Corp.,
6001 W. Dickens Ave.,
Chicago, 39, Ill.

Models: Zenith 1955 TV line features 50 models with new styling in table and portable models plus Lo-Boy consoles and TV-radio-phonos.

Selling Features: Space-saving vertical chassis with shorter 90 deg. Picture tube and band-switch type cascade tuner featured in 12 sets;

NEW PRODUCTS Television



"jet-tuning" system; 2-toned or monochrome housings; new series includes lightweight 17-in. receivers with hand-grips on side for easy carrying from one room to another or plugged in at outside viewing location. 17-in. models offer full size picture; 21-in. 90 deg. tubes supply 260 sq. in. picture.

Horizontal chassis sets use Zenith turret tuner with 12 VHF channel strips which may be replaced at extra cost by UHF strip; or factory installed all-channel UHF-VHF tuner extra. The 2 Stratosphere TV-radio-phono combinations have all-channel tuner as standard equipment.

Lo-Boy group includes 2 consoles and 2 TV-phono combinations.

Prices: From \$149.95 for lightweight 17-in. Evanston to \$1,250 for 27-in. hi-fi console combination in cherry or lined oak.



STROMBERG-CARLSON TV Sets

Stromberg-Carlson Co.,
Rochester, 3, N. Y.

Models: "New Era," "Chippendale," "Panavue" and "Deluxe Studio" TV sets.

Selling Features: "New Era" console has a 21-in. aluminized tube with over 270 sq. in. screen; inclined flare-free tinted safety glass removable for cleaning; 2 front-mounted Alnico 5PM speakers—one rubber-mounted behind grille, up-tilted for natural sound diffusion, the other on chassis between front control knob; "Power X" chassis; UHF-VHF reception; extra heavy duty power transformer; automatic frequency and keyed age, full tube

complement; illuminated station selector dial light.

"Chippendale" 21 in. console in 18 Century styling has Panoramic vision and sound; 273 sq. in. aluminized tube; curved, tinted safety glass; 2 Alnico 5 PM speakers front mounted to coordinate sound; "Power X" chassis; 41 megacycle IF circuit; illuminated station selector dial.

"Panavue" 21-in. table model with aluminized picture tube; front-removable curved safety glass; illuminated dial light.

"Deluxe Studio" 21-in. console has 273 sq. in. aluminized picture tube; front-removable safety glass; illuminated dial light; 2 speakers.

Cabinets of mahogany, bleached mahogany, maple, walnut.

Prices: "New Era", \$329.95; "Chippendale", \$379.95; Deluxe Studio, \$289.95 mahogany, \$10 extra for other woods.



CAPEHART TV Sets

Capehart-Farnsworth Div.
International Tel. and Tel. Corp.,
3700 E. Pontiac,
Ft. Wayne, Ind.

Models: 1 table: Mercury; and 3 consoles: Venus, Saturn and Jupiter.

Selling Features: All models feature 270 sq. in. aluminized picture tubes; "Comet" chassis; "cluster controls" for finger tip tuning; "dialtone controls" for separate bass and treble adjustment; all except Mercury employ Polaroid picture filter system to eliminate glare and "twin-silver" Cascade Tuner to eliminate frequency drift and increase UHF sensitivity.

Mercury, No. 24T215BNL-6, 21-in. table model has brown leatherette cabinet.

Venus No. 23T215MD-4, "Speaking Picture" series, has 3 front-mounted speakers, 2 at upper corners of picture tube and a third beneath tube in controls area; front-projected sound. Special base incorporating fourth speaker and 2 folding snack tables also available at extra cost.

New base to accommodate Saturn No. 21T215MD-4 and all Capehart 21-in. table models except "Speaking Picture" series was also introduced . . . modern, with shelf for magazines and books, it rotates

on ball-bearing swivel to permit viewing from any location.

Jupiter, 22C215MD-4, has "Tri-Fi" 3-speaker sound system in which 3 matched and balanced speakers—2 high, 1 low frequency, are mounted in baffling arrangement to provide hi-fi sound.

Saturn, Venus and Jupiter available in mahogany or bisque finish and with or without all-channel tuner.

Prices: From \$179.95 for Mercury to \$379.95 for Jupiter in bisque with all-channel tuner.



EMERSON TV Sets

Emerson Radio & Phono Corp.,
111 Eighth Ave.,
New York, 11, N. Y.

Models: 2 new 21-in. models 1114 console and 1104 table set.

Selling Features: No. 1114 console features "turn-a-vision"—a swivel base that can be turned in any direction; 270 sq. in. screen; aluminized picture tube; side-control tuning; tinted window glass treated to prevent glare; mahogany or blond cabinet.

No. 1104 table model has full-powered chassis, same circuitry as all Emerson standard models; ebony cabinet or mahogany and blond.

Prices: No. 1114, \$189.95; No. 1104, \$149.95.



ADMIRAL Console

Admiral Corp.,
3800 Cortland St.,
Chicago, 47, Ill.

Model: Admiral 21-in. open face console No. C2367Z.

Selling Features: "Off-the-floor" design; advanced cascade robot chassis, heavy duty loud speaker in inclined baffle board mounting and removable safety glass; 90 deg. deflection aluminized picture tube with 270 sq. in. screen area.

Price: \$209.95 in blond, \$10. less in mahogany.

Here's a Hot Opportunity to get your "mitts" on more Electric Range Sales!



**NEMA Electric Range Section
adds its support to industry promotion...**

COOK ELECTRICALLY...IT'S CLEAN!

This Spring, everyone in the electrical industry—manufacturers, distributors, electric power suppliers and dealers—will marshal their efforts to increase *Electric Range* sales.

The keynote of this program is "white gloves" (heat mitts) which dealers will use to demonstrate the cleanness of *Electric Range* cooking.

Other material available will include complete window display kit, gloves as "props," cut-outs of *Electric Ranges*, easel cards, platform stickers, etc.

Appliance Dealers should check with their local electric power

company or electrical league—for further information and details as to how to secure campaign materials.

Another tip to appliance dealers! Check with your local electric power suppliers about when they will carry this campaign. Find out when they will run newspaper ads. Prepare your own tie-in ads to run on the same page the same day. Tie in on radio and television.

**DON'T MISS THIS OPPORTUNITY TO BUILD
MORE ELECTRIC RANGE SALES!**

BE MODERN...

Cook Electrically!

These manufacturers urge support of the "Cook electrically...it's clean" program—spearhead months, March, April and May, 1955:

ELECTRIC RANGE SECTION

National Electrical Manufacturers Association, 133 East 44th Street, New York 17, N. Y.

ADMIRAL • BENDIX • CROSLLEY • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • KELVINATOR • MAGIC CHEF • MONARCH • NORGE • PHILCO • RCA ESTATE • STIGLITZ INFRA-AIRE • TAPPAN • WESTINGHOUSE

Announcing....
a complete line
 matched in design...
 matchless in value!

DORMEYER

Matched Craft

POWER TOOLS

DORMEYER
 ... AMERICA'S
 LEADING
 MANUFACTURER
 OF ELECTRIC
 FOOD MIXERS!



DORMEYER Power Saw
 Model 720 Suggested Retail... \$6995



DORMEYER Power Saw
 Model 710 Suggested Retail... \$5995



DORMEYER Power Saw
 Model 700 Suggested Retail... \$4995



DORMEYER 1/2" Drill
 Model 510
 Suggested Retail... \$3995



DORMEYER 1/2" Drill
 Model 520 Suggested Retail... \$4995



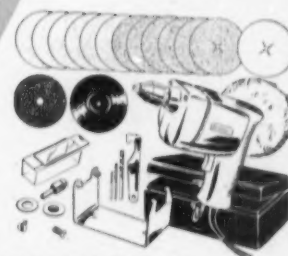
DORMEYER 1/4" Drill
 Model 200 Suggested Retail... \$2195



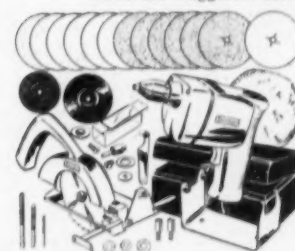
DORMEYER 1/4" Drill
 Model 210 Suggested Retail... \$2495



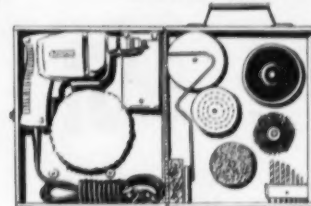
DORMEYER 1/4" Drill
 Model 220
 Suggested Retail... \$2995



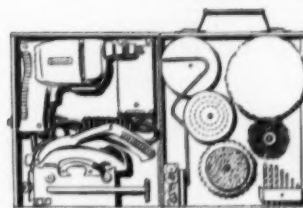
DORMEYER 1/4" Drill Kit—
 Steel Carrying Case
 Model 300 Suggested Retail... \$2495



DORMEYER 1/4" Drill Kit—
 Steel Carrying Case
 Model 310 Suggested Retail... \$2995



DORMEYER 1/4" Drill Kit—
 Wall Cabinet Type
 Model 320 Suggested Retail... \$2995



DORMEYER 1/4" Drill Kit—
 Wall Cabinet Type
 Model 330 Suggested Retail... \$3495

Dormeyer 1/4" Drill, Model 200,
 features the EXCLUSIVE
 new Dormeyer
 Wrench-lok Chuck!

Write DORMEYER
 today for details
 on its Power
 Tool Division's
 complete new
 promotion program!

DORMEYER
Matched Craft
POWER TOOLS

MAGNIFICENT NEW GENERAL ELECTRIC WALL R



In this de luxe refrigerator-freezer are more than 10 cubic feet of storage room—8.7 cubic feet for fresh foods and 2 cubic feet for frozen. It is 5 feet 4 inches long, 3 feet 3½ inches high and 17½ inches deep. Plenty of room for big platters. **1.** The exterior is long-lasting baked enamel with a wide band of textured aluminum. **2.** All 3 doors are kept shut by famous G-E Alnico Magnets. There are no handles, no catches. **3.** Separate vegetable and

fruit compartments have transparent, sliding doors. **4.** Top shelf provides space for tall bottles. Shelves are movable and adjustable to various levels. **5.** Separate compartments for butter, egg rack; and door shelves for small jars and cans. **6.** Zero-degree food freezer has room for up to 83 packages of frozen foods. **7.** Four new-style Mini-Cube ice trays. **8.** Frozen fruit juice storage rack. **9.** Dependable and whisper-quiet, sealed-in G-E refrigeration unit.

ALL REFRIGERATOR-FREEZER



Little or no remodeling necessary. The new G-E Wall Refrigerator-Freezer can be installed with little or no remodeling. The cabinet is mounted securely to a sturdy, 5-foot "picture-hook" mounting bracket which is screwed to the wall. It can be rehung in another location, if and when desired.

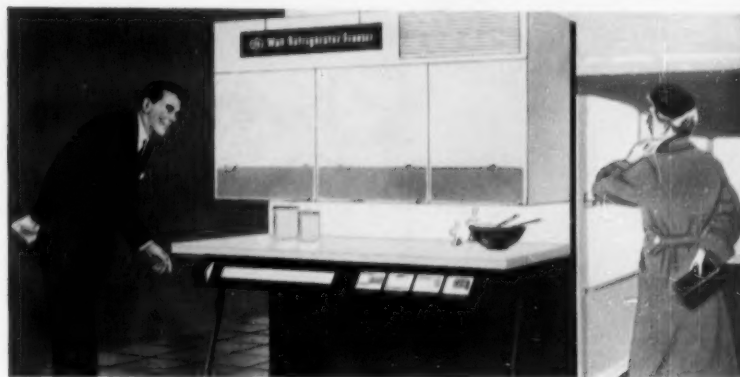
Hangs on the wall like a picture

First of all, brush aside all your conventional ideas about refrigerators. This new, magnificent refrigerator-freezer that hangs from the wall is a completely new concept of modern living.

TO YOU, the advantages of this utterly new G-E Wall Refrigerator-Freezer are obvious: There's no need to bend or stoop for foods because everything can be seen at a glance. It can be installed directly above a work counter to provide *extra* counter surface. And, there's room in the kitchen for *extra* base cabinets because this compact new appliance occupies no floor space.

All three doors are equipped with famous alnico magnets that grip the doors shut . . . seal them completely all the way around.

The new G-E Wall Refrigerator-Freezer is available in your choice of five Mix-or-Match colors and white. General Electric Company, Appliance Park, Louisville 1, Kentucky.



Put yourself into the wall refrigerator business. See your G-E distributor for details of this low cost display.



A Mix-or-Match color choice

This magnificent appliance will be made for *you* in any one of six exciting decorator colors. You have a choice of: Canary Yellow, Turquoise Green, Petal Pink, Cadet Blue, Woodtone Brown—or White.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

"She" names the brand!



MR. J. RUDNICK, President of Sunset Appliance Stores, New York, says—
 "Sunset sells an awful lot of appliances, and we've found that in most cases the husband lets his wife choose the brand, since she's the one who will use the appliance. I've also found that women know what they want. When a woman walks into our store, she has usually decided beforehand exactly how much she wants to spend and what brand she prefers."

"SHE"—is your all-important customer—the housewife who comes into your store ready to buy. She is well-informed on appliances—has read editorials (and advertisements) describing their virtues in the pages of her favorite magazine—the Woman's Home COMPANION.

It's a fact: the Companion carries more editorial linage on home appliances than any other women's service magazine, or any weekly.*

If YOU want to increase your store traffic—make sales easier and faster just as Mr. Rudnick does—concentrate on the best customers—the readers of Woman's Home COMPANION. *From analysis made by The Lloyd Hall Co.

What the



says . . . goes!



HALLICRAFTER TV Sets

The Hallicrafters Co.,
4401 W. Fifth Ave.,
Chicago, 24, Ill.

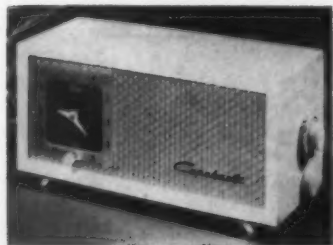
Models: 1955 TV line consists of 7 basic models, in Stratarama or 1800 series, Telerama or 1850 series and the 1900 low-priced line.

Selling Features: Stratarama series consists of 21 and 24 in. consoles in mahogany or blond, and a 21-in. table model in either finish; features include an adaptation of the vertical chassis which includes a cascade tuner and a redesigned, picture amplifier which are laid flat; this arrangement allows for frontal control and more compact cabinet. Gold escutcheon marks control unit with new tapered tuning knobs on either side; in UHF models station numerals are plainly visible from top; 3-position distance switch on cabinet back can be adjusted for local suburban and fringe reception. Tinted optical glass covers entire picture tube area.

Telerama series consists of 21 and 24 in. table models in mahogany and blond; contains majority of 1800 features using same deluxe chassis except it is mounted vertically round tube and side controls are employed. Bases available with this model include wrought and wooden legs also a square one with grill cloth front.

1900 line offers two low-priced 21-in. and two 24-in. table models with vertical chassis and cascade tuner.

Prices: 1800 series, \$289.95 to \$339.95; 1850 series, \$229.95 to \$279.95; 1900 series, \$199.95 to \$239.95.



CAPEHART Clock-Radio

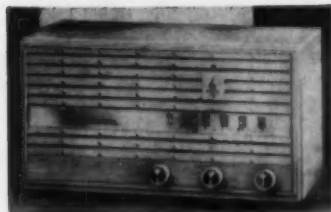
Capehart Farnsworth Div.
International Tel. and Tel. Corp.
3700 E. Pontiac,
Ft. Wayne, Ind.

Model: Clock radio No. 2C56.

Selling Features: 5 tubes including rectifier radio with alarm and appliance outlet housed in brown or ivory plastic cabinet.

Prices: Brown, \$29.95; ivory, \$32.95.

NEW PRODUCTS TV, Radio and Hi-Fi Phonos



EMERSON Radio

Emerson Radio & Phone Corp.,
111 Eighth Ave.,
New York, 11, N. Y.

Model: No. 823 "Long Range" table radio.

Selling Features: Has 7-tubes including rectifier; 6-in. speaker; acoustically constructed high-lustre plastic in variety of colors.

Price: \$39.95.



ZENITH Radios

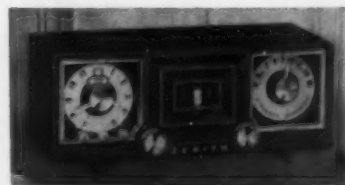
Zenith Radio Corp.,
6001 W. Dickens Ave.,
Chicago, 39, Ill.

Models: Zenith radio line includes 24 models—3 Super-Symphony AM-FM table; 3 battery operated portables; 10 3-way portables and 8 calendar clock-radios.

Selling Features: Super-Symphony FM-AM table sets feature an auto-



matic frequency control circuit that electronically compensates for faulty tuning—when turning indicator comes within channel range the circuit automatically turns station in on center of channel; both AM and FM dial are integrated with centered speaker grille permitting larger speaker size; phono-jack at back accommodates crystal-type record equipped with light-line FM antenna and Wavemagnet AM antenna; available in plastic cabinets in maroon, French green or grey with gold dial-speaker and flex-o-grip handle.



Acapulco battery operated portables available in vermilion, green or ebony plastic; 3-way portables, Waikiki, Santa Monica, in green, blue, coral, charcoal, white, brown and in combinations.

The Calendar and Super Calendar clock radios available in maroon, grey, red, white, green plastic. **Prices:** From \$29.95 for battery operated models to \$89.95 for top Super-Symphony.

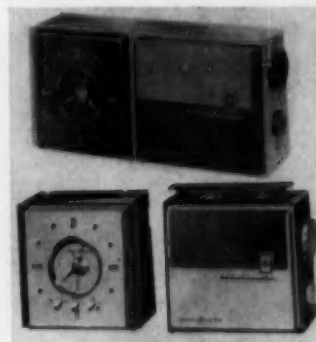


HALLICRAFTERS Hi-Fi and Radio

The Hallicrafters Co.,
4401 W. Fifth Ave.,
Chicago, 24, Ill.

Models: Hallicrafter hi-fi and radio.

Selling Features: 2 newly-styled versions of "Virtuoso" hi-fi unit and TW-2000 world-wide portable radio; new finishes for portables include a case of tan pigskin with black time-map; also in dark brown with map in lighter shade.



G-E Clocks-Portable-Radio

General Electric Co.,
Electronics Park,
Syracuse, N. Y.

Model: GE Convertible clock-portable-radio, No. 660 and 661.

Selling Features: Designed as 2 units that can be operated together as a clock-radio or separately as a portable radio and a table alarm clock; left-hand unit is a round-face table alarm clock with large Roman hour numerals; 3 control knobs below clock operate clock-radio.

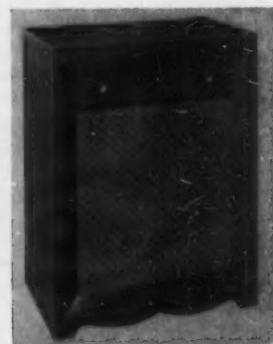
Right hand section is a portable radio—upper half is a gold-colored metal speaker grill, at right end 2 large plastic controls are used as on-off switch and tuning dial for radio; detached from clock

the radio is a portable unit operating on batteries. Sections are joined by overlapping flanges at front and rear of cabinet; electronically they are joined by a sliding switch on rear of portable section.

Over-all length is 12 in.; portable occupies 7 in., weighs 4 lbs. with batteries; 4-tube chassis and a dry plate selenium rectifier, a.c. only; iron core antenna, loudspeaker with aluminum voice coil.

No. 660 has charcoal and gray finish; No. 661, red and white.

Price: \$44.95 each.



ULTRA Hi-Fi Radio-Phonos

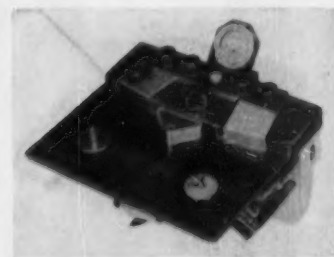
Ultra Hi-Fi Co.,
709 Sip St.,
Union City, N. J.

Models: Ultra-Hi-Fi No. 77 radio-phonos and No. 66 phono.

Selling Features: No. 77 has an automatic record changer VM No. 935 HF, 3-speed 4-pole motor, plug-in triple play GE reluctance cartridge; 10-watt low distortion amplifier, Bogen DB10A or Bell 2122-C with built-in Preamplifier-Equalizer, 3-position record compensator and separate Bass and Treble controls; inverse feedback, Jensen coaxial loudspeaker 12-in. diam; plus an Espey No. 200 or 210 FM-AM radio, with 14 tubes, 10-watt amplifier, built-in AM aerial and FM dipole antenna.

No. 66 phono has same features as No. 77 without the radio.

Prices: No. 77, \$299.95; No. 66, \$225.



Webster Electric, Racine, Wis., announces a new tape recorder mechanism for custom installations. Known as model 212 Symphotone recorder, the unit consists of a 2-speed record-playback mechanism finished in copper and chromplate, it plays and records at 3 1/2 and 7 1/2 ips with twin-track recording head. 2 inputs—a high impedance jack for microphone and a high impedance input on a terminal strip for phone or radio tuner.



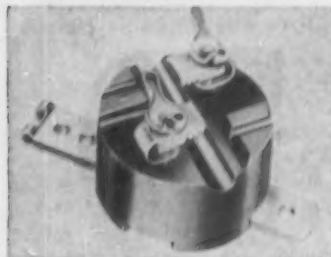
WARD Fringe Antenna

Ward Products Corp.,
Div. Gabriel Co.,
1148 Euclid Ave.,
Cleveland, 25, O.

Device: Ward Invader fringe antenna.

Selling Features: A flat type Inline yagi designed to operate in fringe areas in a VHF range and in primary signal areas in UHF range; new snap lock bracket, all aluminum in construction; eliminated possibility of intermittent contact, doesn't depend on spring pressure alone for electrical contact and mechanical holding; compact, easy to handle, requires only 29 in. stacking. Available in a 4-bay stacking kit, TV-357 and a 2-bay version plus a stacking harness.

Price: 2-bay model \$39.95.



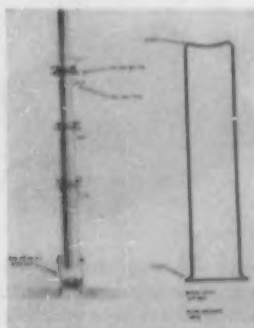
RADION Lightning Arrester

The Radion Corp.,
130 W. Wisconsin Ave.,
Chicago, 14, Ill.

Model: Radion lightning arrester No. LA 75.

Selling Features: Twin lead grip makes installations faster and easier—no disassembly of cup toothed washers required; lead-in can be slipped through or under twin lead grip, tightening wing nuts; handles all standard type 300 ohm twin lead—open, jumbo, flat or tubular; uses sparkgap resistor circuit.

Price: \$1.35.



JONTZ Masts

Jontz Mfg. Co.,
Mishawaka, Ind.

Device: Jontz deluxe No. 100 and No. 200 series telescoping masts.

Selling Features: No 100 Deluxe series is made from hot-dipped galvanized tubing; No. 200, Standard

NEW PRODUCTS TV Accessories and Briefs

series is made of tubing rolled from galvanized strip; both series offer 9 models of various O.D. sectional combinations solving every installation. Other features include mast sections that will not pull apart, new type locking device for speedier erection and locking without tools; new guy ring; newly designed companion base.



TRIO TV Rotators

Trio Mfg. Co.,
Griggsville, Ill.

Device: Trio "Aristocrat" rotator in new case.

Selling Features: Case available in 4 colors—wheat, marble, grey and mahogany; modernistic design; lighted, easily read direction indicating dial; handy finger-tip controls located at back; pre-wired models available with 60 or 90 ft. 5-wire cable connected at head and with spade lugs for control case end.

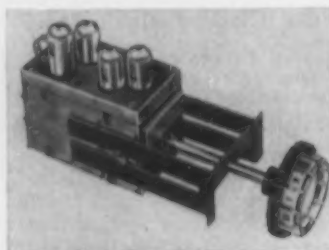


BROWNIE Tuners

Browning Laboratories, Inc.,
Winchester, Mass.

Device: Brownie TV tuners.

Selling Features: Tuner includes a G-E Telechron, clock-timer unit installed in cabinet complete with 3-way a.c. outlet, making it possible to pre-set tuner to automatically turn on- or off- a complete hi-fi system; Model CL, available in blond or mahogany; can be inserted in cabinet with screw driver.



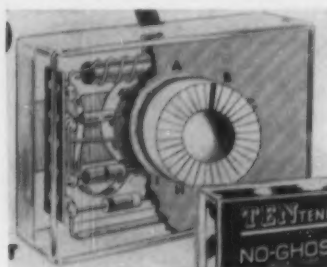
ANCHOR Tuner

Anchor Radio Corp.,
2215 S. St. Louis Ave.,
Chicago, 23, Ill.

Device: Anchor 82-channel TV tuner No. TV901.

Selling Features: A single unit no larger than average VHF tuner is operated without complicated

drives or knobs; channel segments (not converted strips) to suit local station requirements are snapped into easily accessible turret and may be arranged in any order; all channels 2, to 83, carry same low list price of \$3. each; A new 6AN4 R.F. amplifier operating in VHF and UHF; 4-tubes are used, in addition to 6AN4 R.F. stage there is a 6AN4 mixer-amplifier, a shielded 6T4 oscillator which operates at fundamental on all channels, and 6CB6 i.f. amplifier to provide additional over-all gain.



TENTenna

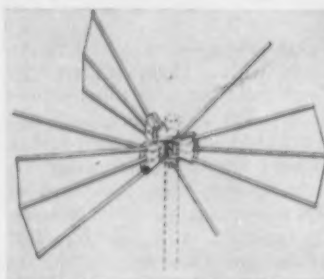
Dynamic Electronics-New York, Inc.,
73-39 Woodhaven Blvd.,
Forest Hills, L. I., N. Y.

Model: TENTenna No-Ghost TV antenna No. T-100.

Selling Features: For white, black and color TV and FM radio; operates as an indoor antenna or in conjunction with roof or any existing antenna; eliminates ghosts, fuzz, flutters and objectionable interference through its 10 variable tuning circuits has a calibrated visual indicator; No-ghost uses twin dipoles of practically invisible CEROC wire that spools off required length; available in a choice of 5 colors—black, white, maroon, yellow or red.

Price: \$7.95

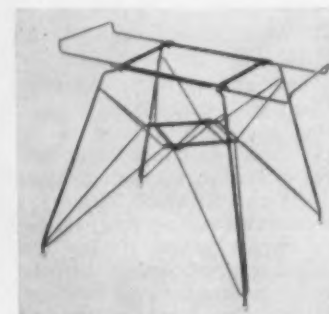
TV BRIEFS



Snyder Mfg. Co., Philadelphia announces 4 new FM antennas: "S", "X", "Ultimate" and "Directronic". "S2 is for metropolitan areas; "X" for metropolitan and suburban—no orientation required; "Ultimate" uses yagi principle; "Directronic" is a high gain FM antenna that gives maximum reception in suburban and fringe areas.



Eastern Teletable Corp., Lynn, Mass. announces a new, adjustable black wrought iron and brass table with a pair of planters. Model 420, the table has swivel top, king size ball bearings; adjustable to hold any size table set; swivel permits 360 deg. turn.



A wrought iron television table in black or bronze is announced by Wm. T. Wallace Mfg. Co., Inc., Peru, Ind. Model 100 is made of heavy gauge metal to withstand weights up to 1000 lbs. In black, it retails for \$5.95.



A new magnetic tape that automatically increases the recording time of any tape recorder has been announced by Minnesota Mining and Mfg. Co., St. Paul, Minn. Key feature of the new "Scotch" brand "Extra-Play" magnetic tape No. 190 is a high-potency oxide coating only half as thick as standard coatings but with equivalent magnetic properties.

Revere Camera Co. of Chicago announces their T-700 "Balanced Tone" tape recorder is now available in decorator-styled hardwood furniture cabinets in blond oak or Honduras mahogany. The new cabinet known as T-700 B or T-700 M comes with microphone, radio attachment cord, 2 reels (one with tape) and is available in 3½ or 7½ speeds.

A wrought iron, ball-bearing swivel base for console model TV sets is announced by Jerrold Stephan Co., 1954 University Ave., St. Paul, Minn. Adjustable for any size cabinet and easily attached, the "Console Swiv-L" retails for \$9.95.

The Norge refrigerator

has come a long way

since 1937



...and so has Du Pont DULUX[®] enamel!

The 1937 Norge refrigerator delighted housewives with its efficiency and smart good looks. Yet over the years, Norge technicians have worked constantly to produce a model that gives the modern homemaker far more convenience and leisure than the shopper of eighteen years ago could ever hope for. The demand for the 1955 Norge Customatic Refrigerator-Freezer, with automatic defrosting, proves once again that continued product improvement is vital in maintaining the acceptance of the buying public.

And so it is with America's leading home-appliance finish—Du Pont DULUX enamel. Constant research over the years by Du Pont chemists has resulted in a finish with rugged resistance to chipping, cracking, scratching and staining. Now DULUX is easier to clean . . . keeps its glistening white beauty longer than ever before! That's why the DULUX of today meets the most exacting requirements of today's top-flight appliance manufacturers. E. I. du Pont de Nemours & Co. (Inc.), Finishes Division, Wilmington 98, Delaware.



"DULUX" ENAMEL

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

ELECTRICAL MERCHANDISING—MARCH, 1955



America's leading home-appliance finish
... has helped sell 36,000,000 refrigerators!

Only One HAS THE RED WHEEL REGULATOR



Only One SELLS LIKE A Magic Chef GAS RANGE



Magic Chef, Inc.
ST. LOUIS 10,
MISSOURI

You don't have to sell it . . . just point out the famous Red Wheel Regulator to your customer. Its instant recognition by Mrs. Homemaker makes it a "plus" in any sales demonstration that can help close the sale, put money in your pocket. The famous *Magic Chef* Red Wheel Regulator has over the years won the valuable reputation as the surest, safest oven heat control for expert baking and roasting. In addition, only *Magic Chef* has the handy Magic Oven-Eye that glows when the oven is up to temperature, ends pre-heating timing. Remember, there's Only One range with all the exclusive sales features and reputation of *Magic Chef* . . . America's most famous name in gas ranges.

Only One has all these exclusive features—
RED WHEEL OVEN HEAT REGULATOR • MAGIC
OVEN-EYE • MAGIC FLAME UNI-BURNER •
MAGIC-RAY SWING OUT BROILER • MAGIC-LITE
AUTOMATIC PILOTS • MAGIC-AIRE and many others

MORE WOMEN COOK ON *Magic Chef* THAN ON ANY OTHER RANGE!

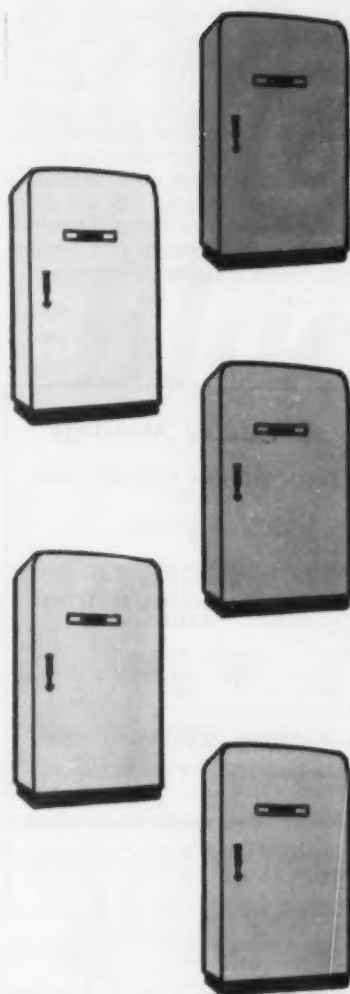
TRADE REPORT



TED WEBER, JR.

News Editor

Colors Pose a Problem



The new problem
"How Green Is Green?"
could be solved by color
standardization

The Porcelain Enamel Institute or the Department of Commerce might establish the standard—but both doubt anyone would observe it

A little over a year ago the appliance industry took the lid off color. Since then the new idea has made a big splash in the kitchen.

So far the splash has been in at least 15 different shades—and more are likely to come as new companies enter the field. This rainbow of offerings has led many consumers, and most dealers, to ask how far the trend will carry, and what are the possibilities for color standardization.

Frigidaire was one of the first major appliance manufacturers in the field with its "straddle" colors, Stratford yellow and Sherwood green, which were designed to match with any other combination. After a year of sales, the company is tight-lipped on actual production figures, but officials claim to be "pleasantly surprised."

This fall, more definite shades were introduced when General Electric initiated its new line with canary yellow and turquoise green in the low-end appliances. In the deluxe models, three more colors, including "petal pink," are available.

A third major factor in the appliance industry, Kelvinator, has added eight more colors to the scene—two blues, two yellows, a blue, a grey, a beige, and "Bermuda pink."

Complete Line Leaders. These three companies consider color a competitive tool, and each has solved, at least to its temporary satisfaction, the problem of production and distribution.

Dan A. Packard, household sales manager of Kelvinator, for instance, sees color as a weapon for "paired sales." He says customers won't want to place a new pink refrigerator next to an old white range and a multiple sale will result.

In reverse, this is exactly what's worrying some people. Once a customer has purchased a colored appliance, he's trapped into going back to the same brand for new matching units. This is a definite advantage for the complete-line companies, poses big problems for the others.

To many the solution is obvious: "color standardization"—a set of industry-approved colors that will insure matching and harmonious tints.

The Porcelain Enamel Institute has given some consideration to the

problem and at last fall's convention, one speaker recommended that the group "blaze a trail to the benefit of all by standardizing colors throughout the industry."

But officially, the group has done nothing about the project and an official said frankly, "We're not about to get into that hassle." The group would be willing to set up a standard if it were approached by an industry group with a specific request, but the Institute has no plans to initiate a color standardization program.

Another group that could set up a standard effectively is the Department of Commerce. In 1937, its Bureau of Standards performed a similar task for the plumbing industry, setting up ten shades of colors for fixtures.

Like the color standard that the Porcelain Institute established for the sign industry, however, the Bureau of Standard's set-up was never widely used. Part of the plumbing industry followed it, but most of the producers went divergent ways.

Both the Institute and the government emphasize, however, that they would set up a standard if they were asked by an industry group.

Cabinet Industry Could. The one section of the kitchen business that might spearhead a drive for standardization are the steel kitchen makers.

At present, several of the producers are trying to match all colors in the field. St. Charles and Lyon are matching Frigidaire, and already Mengel, Mutschler, Lyon and Geneva are reportedly planning to match G-E's new colors. But even the biggest companies admit they can't continue this procedure with every new shade that appears on the market.

Ad manager Leonard B. Rhodes, of Lyon Metal Products, for instance, thinks that there must be an attempt to standardize; lack of standardization will hurt the market badly.

Rhodes thinks the situation is parallel to the one created when built-in ranges first came out. "The sizes were at the convenience of the manufacturer and the buyer couldn't always get cabinets to fit," he said. "The steel cabinet association helped lick this problem." And they could do the same on color, he concludes.

However, Arthur Tuscany, Steel Kitchen Cabinet Manufacturers Assn. official, said the group is making no direct move toward standardization.

Tuscany said the chief problem is that some association members have spent a lot of money on the color problem and they are not eager to share their results with others who have not done so. He added that the problem probably will arise again at the March meeting of the group.

Apparently, the chances of an industry group asking for a color standard at this time are slim. It's a hard problem to agree on, and most manufacturers realize that even if a standard was established, any company that could gain by promoting its own colors still would.

Trend Rolling. Meanwhile, the move to color is picking up momentum as new companies, particularly cabinet people, jump on the bandwagon and several non-color companies admit the situation is "being restudied."

Maytag is one of the newest entrants in the field, with colors that match Frigidaire's. (The two lines, of course, do not compete.) Officials hope this will satisfy housewives, but frankly doubt it "because the more colors she sees, the more she wants."

Moving in another direction to stimulate color in the kitchen, General Electric is promoting its "matching paint" which can be purchased in cans, to decorate the rest of the kitchen. G-E is working with independent paint companies and hopes to have its colors available everywhere.

The paint idea is also being attacked, in a slightly different form, by Kelvinator. Its plan involves canning the actual paint used on the company's appliances and distributing it through the firm's dealers. The paints will be stocked by the parts depot or parts distributor and customers who buy colored appliances will be advised by the dealer that matching paints can be ordered.

Apparently, several manufacturers have sighted greener pastures in colored equipment, and appliances too will be greener . . . and bluer . . . and pinker . . . and . . . chances are, every shade in between.

YOU NEED 2 TO GO PLACES!

No single portable power tool line meets the needs of all your prospects. In Pet and Shopmate portable power tools you have two distinct lines which satisfy every consumer and resale need as to quality, price, and discount structure.



This line represents the peak of quality... at prices that give the public full value and the trade full profit. This brand's outstanding growth is your assurance of its salability and turnover.



No. 200 Ball-Bearing Oscillating Sander



No. 614 Ball-Bearing Saw



No. 1440-G 1/4" Drill, with Ball Thrust Bearing



No. 2000 Reciprocating Jig Saw



No. 464 1/2 HP Grinder



No. 551 1/2" Ball-Bearing Drill



No. 1540 Sander-Polisher



No. 4070 7" Standard-Duty Disc Sander

Other PET Tools Include:

No. 411 4 1/4" Saw No. 1401-24 1/4" Ball-Bearing Drill
No. 466 1/2 HP Grinder 7" Heavy-Duty Disc Sander
No. 1490-G 1/4" Drill 9" Heavy-Duty Disc Sander

BACKED WITH POWERFUL ADVERTISING SUPPORT IN THESE MAGAZINES!



This line meets the needs of those among the public who insist on buying promotional merchandise. This line offers a source of additional business, therefore, to those in the trade who have, until now, passed up this great new profit opportunity.



No. 623L 6 1/4" Saw



No. 1950-G 1/4" Drill



No. 445 4 1/4" Saw



No. 6000 Sander-Polisher



No. 400 Grinder



No. 77-H 1/4" Drill



No. 320-G 1/4" Drill



No. 510 1/2" Drill

Other SHOPMATE Tools Include:

No. 250 1/4" Drill
No. 277-H 1/4" Drill
No. 500 1/2" Drill
No. 462 1/2 HP Grinder
No. KU-118 De Luxe Home Work Shop
Shopmate 8-1 Bench Tool

PORTABLE ELECTRIC TOOLS, INC.
320 W. 83rd St., Dept. EM, Chicago 20, Ill.
In Canada: Portable Electric Tools, Ltd.
425 Birchmount Rd., Toronto 13, Ont.

ASSOCIATIONS

"It's An Entirely New Business"

NARDA Chief Price says advent of color and built-ins will revolutionize business; also sees larger volumes, lower nets

With the advent of color, built-in units and modern kitchens, our nation's appliance dealers are in a completely different business than they were a short while back, according to H. B. Price, Jr., president of NARDA.

Speaking before the Appliance Merchandisers Association in Phoenix, the association executive said, "What was once a handful of appliances has now grown to a tremendous array serving almost every human need. Now even the old-timers among the appliances have changed. You're selling color now. You're going to adjust to the inventory problems colored ranges, refrigerators and other appliances bring and you're going to make it make sound business sense."

"You're going to be in the kitchen business, too. With built-in ovens and top burners in most full lines and many specialty ones, with built-in freezers and other products requiring installations, you'll be working with carpenters, electricians and plumbers as part of the same team and selling more cabinets and other special kitchen and laundry arrangements. The dealer is rapidly becoming an authority, a recognized expert on kitchen planning and layout," Price said.

He encouraged dealers to spruce up the appearance of their stores and make them reflect the "beauty, the excitement, the advance" of modern appliances.

In another speech, to members of the Western Merchandise Mart in San Francisco, Price noted that deal-

ers are also moving towards larger volume and lower net margins.

"The war is on," Price said. "At the manufacturers' level, it is competitive or die. At distributors' level, it's justify your existence or close up. And at the dealer level, we must recognize the change and adjust to it."

He said there is no substitute in business for integrity and the dealer need not surrender to the discounter. But "you must operate your business with constant attention to overhead," Price said.

Scheduled Meetings

STEEL KITCHEN CABINET MFRS. ASSN.

Quarterly Meeting
New York
March 11, 1955

PORCELAIN ENAMEL INSTITUTE ASSN.

Pacific Coast Conference
Biltmore Hotel, Los Angeles
March 10-11

NATIONAL ELECTRICAL MFRS.

Edgewater Beach Hotel, Chicago
March 13-18

EI ANNUAL SALES CONFERENCE

Edgewater Beach Hotel, Chicago
March 28-31

Distributor Margins Nose-Dive

Latest NAED survey of electrical distributor cost reveals dropping average gross margin; net profits hit new lows

Average gross margins (percentage to sales) of electrical distributors are dropping steadily, according to the most recent cost study survey conducted by the National Association of Electrical Distributors.

The electrical appliance members of the association are hardest hit, the study shows. In 1939, distributor gross margin was 20.14 percent. In 1940, the margin ranged from 17.8 to 20.5 percent for various commodity lines. By 1950, the gross margin slipped to 14.5-17.1 percent, and in 1954 the margin ranged from 12.3 to 15.9 percent.

A similar decline was recorded for

electric housewares, where margins slipped from 18.5 percent in 1940 to 17.4 percent in 1950 to 15.4 percent in 1954.

The net profit for appliance distributors, before federal taxes, sank to 1.95 percent in 1953. Combination house distributors, (appliance and apparatus-supply) were claiming only 1.1 percent profit as of April, 1954, due largely to a very low gross margin rate of 13.4 percent. Combination members with radio, television and major appliances averaged only 12.3 percent margin.

Apparatus and supply distributors did slightly better with gross margins

THE ONLY AUTOMATIC WASHER WITH FEATURES CUSTOMERS CAN SEE AND UNDERSTAND

Blackstone



HERE'S WHY BLACKSTONE WASHERS
DEMONSTRATE AND SELL THEMSELVES!



1 STAINLESS STEEL TUB! At a glance customers recognize the value of its self-cleansing—always smooth, always clean advantages!



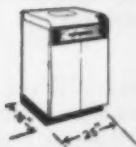
2 COMPLETELY AUTOMATIC! With the flip of the dial customers see how Blackstone fills, washes, rinses, empties, dries and shuts-off all by itself!



3 COMPLETELY FLEXIBLE! With "Flex-o-Trol" dial, customers see how easy it is to change automatic cycles any way desired—to suit every washing need!



4 COMPLETELY MECHANICAL! Customers see there are no tricky electrical gadget! Blackstone's "Autotrol" timer is rugged, trouble-free, even when damp!



5 ONLY 25" WIDE, 25" DEEP! Customers notice Blackstone's desirable compact design! Fits easily and enhances any kitchen, bathroom, playroom, utility room.



6 NO BOLTING DOWN! Customers see this is not necessary as you demonstrate how Blackstone works right on your floor! Mechanism floats on cushion rubber—keeps it still, quiet!

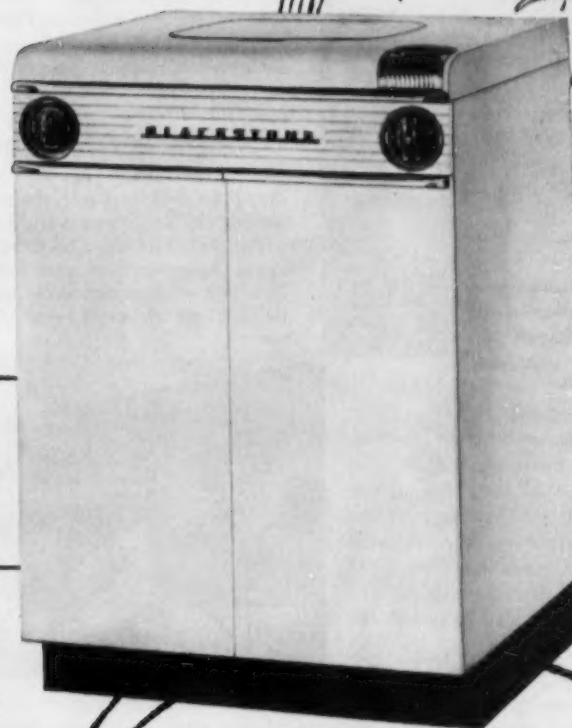


7 FUNCTIONAL DESIGN! Customers recognize the advantages of square corners, same height and depth as standard kitchen cabinets. Snug fit eliminates dirt-catching crevices!



8 PLUS! More Built-in Blackstone Features!

- Scum-removing flush rinse!
- Makes clothes really damp dry!
- Automatic off-balance control!
- Agitator action, of course!



**NO WONDER DEALERS
SWING TO BLACKSTONE FOR '55!**

- Blackstone racks-up 71.76% sales gain in '54!
- Blackstone profitable bonus promotion hailed as big success in city after city!
- Blackstone selective Dealer policy wins Dealer praise!

America's Oldest Manufacturer
of Home Laundry Appliances

Blackstone
JAMESTOWN, NEW YORK



Modern fronts mean more business!



"We are very much pleased with the installation in two ways," says Charles Bohannon about the new Pittsburgh Front on his Perry, Iowa, paint and glass store. "One is the neat appearance of the building, and the other is the substantial increase of business brought to our establishment." Well-planned modernizations like this one have done much to build up business for many retailers in all sorts of business. They have discovered that their customers definitely like the new look of their stores.



From the outside or the inside this beautiful open-vision front is an asset to the East Hartford Aircraft Federal Credit Union, East Hartford, Conn. To create this unusually effective and appealing design extensive use was made of many Pittsburgh Products. Experience has proven that people like to patronize a good-looking establishment, that they place confidence in a modern, progressive appearance. Architect: Arthur Bailly, Hartford, Conn.

The attention of passers-by will be caught by the smart good looks of this theatre, the Village Theatre, Cameron Village, Raleigh, N. C. Once inside they'll be delighted with the many modern patron-pleasing features including extra width seats and Twindow®-glazed crying rooms for mothers with small children. And these satisfied patrons will be back again and again, bringing more and more business to this theatre. Many theatre owners have reported substantial increases in business after the installation of a Pittsburgh Front. Architect: Leif Valand, Raleigh, N. C.



For more information on Pittsburgh Store Fronts and Products and a free estimate on modernizing your own store or other establishment, just send in the convenient coupon. There is no obligation.

Store Fronts and Interiors by Pittsburgh



Pittsburgh Plate Glass Company
Room 5153, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.

- ☐ Please send me a FREE copy of your modernization booklet.
☐ Have your representative give me a free estimate on a new store front.

Name

Address

City State



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

standing at 14.1 percent last April. But because of rising costs, the net profit figure for these distributors dropped from 4.43 percent in April, 1953, to 2.42 percent in April, 1954. (This was before taxes.)

The report states, "In other words, these figures mean that the gross margin... has been so reduced that their net profit after taxes hardly equals bank interest rate of return on money invested in business.

"This situation should prompt electrical wholesale distributors to reduce expenses by making effective use of available operating cost studies (such as NAED's) and production standards of sales, clerical and warehouse work. By analyzing their weak spots, steps can be taken to improve their net profits," the report said.

The association also commented, "Manufacturers in particular should consider the 'value' added by a distribution system that is fully equipped to handle the products they make in volume. If distribution channels are to be maintained to the benefit of healthy factory production and employment, they too must be kept healthy through adequate compensation for the value added by their services."

Association Briefs

• Harry B. Price, NARDA president, has been elected a trustee of the National Foundation for Consumer Credit, according to John M. Otter, president of the foundation and executive vice president of Philco.

• New officers of the Intermountain Electrical Association are P. A. Maughn, president, Ernest Schettler, vice president, and Stan Lakin, secretary, all of Salt Lake City.

• Joe Martino, San Jose retailer, has been elected president of the Santa Clara County Gas and Electric Appliance Association. Harold Beutel is vice president and Lou Russell is secretary.

• The United Metal Cabinet Corp. of Brooklyn has joined the Steel Kitchen Cabinet Manufacturers Association, bringing the total membership to 23 companies.

• An attendance of 40,000 is anticipated for the 1955 Institute of Radio Engineers' national convention to be held March 21-24 in New York. The program includes 55 technical sessions and 704 engineering exhibits.

• Doug Carpenter, chief engineer for the JFD Manufacturing Co. and chairman of the RETMA antenna committee, has formed an industry committee to modernize the National Electric Code, at the request of the National Fire Protection Association.

• Fred J. Speier has been re-elected president of the Radio-Appliance Dealers Association of Kentucky. Vice president is O. C. Kelsall, secretary is Walter Maloy, and treasurer is Brad Burton.



+

There's a *full* mark-up on every Detroit Jewel! Dealers know a Detroit Jewel sale is a profitable sale in every way!

+

Detroit Jewel is competitively priced to sell *fast*! This gives you the sales-edge on competition — means rapid merchandise turn-over all year long.

+

Detroit Jewel offers a *complete* line of ranges — new 1955 models loaded with exclusive, sales-stimulating features that rocket sales. It's the range with everything women want!

+

Exclusive Detroit Jewel franchises are still available in some areas. Ask about our terrific money-saving display plan. Get with the line that pays in profits!

=



Model illustrated is 533-2

Detroit-Michigan Stove Co.

Gentlemen:

I am interested in learning the complete details of a Detroit Jewel Dealership.

Name

Title Company

Type of Business

Street City & Zone State

DETROIT JEWEL

Products of the Detroit-Michigan Stove Co.
Detroit 31, Michigan

Makers of the
Famous Detroit Jewel Incinerator





ANIMATED DISCUSSIONS are the rule at NARDA meeting. These dealers question speaker Thornton W. Snead, right, after his convention speech on the new NARDA uniform accounting system.

**Eager to
Learn . . .**

Dealers Get Answers

SNUGLY sandwiched between the hurly-burly of Chicago's winter markets and the Housewares Show, the National Appliance and Radio-TV Dealers Assn. held its annual winter convention. It was the largest yet for NARDA and, for three days, members overran the Conrad Hilton Hotel, discussing and wrangling over common problems.

NARDA holds rigidly to a fact-packed schedule that leaves little time for nonsense. Said one Missouri dealer, "It probably cost me \$5,000 in expenses and time away from work to attend these things and I'd damned well better take more than a hangover back home with me."

He probably took much more than a hangover home for, by the end of the third day, when exhausted dealers sat back amid a welter of papers and a swirl of tobacco smoke, many subjects had been discussed and acute problems aired.

Although most dealers agreed that 1955 will probably be a good year for the industry, with sales substantially ahead of last year, their general optimism was laced with a fair amount of caution. Some of the problems that plagued retailers last year are still around and some have become more pressing than ever.

The twin problems of manpower and executive training are more urgent than ever and should get more attention in coming months and years. Discounting hangs like a dark cloud and shorter profits sometimes take the joy out of increased unit sales.

Here's a closer look at some of the main issues which were covered in the program:

Advertising and Sales Promotion. Conducted for the second year by Kenneth Gillespie, Jenkins Music Co., Kansas City, Mo., a panel agreed that

retailers should petition manufacturers to cure three basic ills:

- Prices should be removed from national advertising. Gillespie declared, and most of the panel agreed, that quoting list prices in national advertising copy creates a false illusion. "National advertising," said he, "should create demand, desire and appeal. To say that for the lowest price in any line a customer can get the ultimate in service and performance just isn't so."

- Manufacturer contact men should be upgraded. A good many on the panel complained that factory representatives "just don't know enough." Reason, they thought, was that young men at relatively low salaries get these jobs and their experience simply isn't thorough enough to cope with the rapid return to the pre-war type of hard selling.

- Manufacturers should refuse to pay cooperative advertising money to dealers who place misleading and untruthful advertising. This, more than anything else, the panel thought, will help clean up the most objectionable discounters.

The panel criticized retailers, too, for placing poorly trained men on sales floors. They were urged to "tell the story of retail selling" to more people and groups and to concentrate on training men who cut their teeth in a sellers' market.

Executive Development. Chairmanned by ELECTRICAL MERCHANDISING's editor, Laurence Wray, this panel placed executive training high on the list of industry problems. Wray summarized the discussion by presenting seven ingredients needed by a successful retail executive. "You all have them yourselves," he told the convention, "or you wouldn't have

your present jobs." The seven:

- Ability to motivate sales.
- Flexibility to meet changing conditions—ability to spot trends
- Ability to maintain good customer relations
- Organization, or knowledge of work planning
- Recognition of the need for shorter lines
- Ability to cut cost of operation
- Ability to increase sales power

Suppliers, decided this panel, criticize retailers for lack of one or more of these attributes. Because many retailers complain about price cutting without doing anything about cutting their own cost of doing business, failure to promote low saturation items and sometimes indifferent service, some manufacturers have reviewed distribution problems and may scrap some of the traditional systems.

Television Service. Clint Walter, RCA Service Co., was moderator of this panel which found that the TV service business is so highly competitive that excellent facilities must be maintained if a dealer is to be successful.

Service department activities can be broken down into three groups—contract service, demand service and miscellaneous—and all must be carefully budgeted for economic operation. Service, said one panel member must be merchandised just like products.

One dealer said he places "Lucky Tags" on sets he sells. Still another sends letters to neighbors of satisfied customers offering the same service.

There are two things a service technician wants, decided the panel. He wants security in his job and he wants respect. Too many people, said Hal Chase, chairman of NARDA's service

committee, don't realize how much a technician knows or has sunk in an education. He estimated it costs \$10,000 to fully educate a technician, counting the money he would have made had he worked instead of attending school.

Salespower. NARDA board chairman Mort Farr's panel investigating some of the problems of salespower heard the Upper Darby, Pa., dealer describe his personal survey that found a startling number of salesmen lacking in long service and high income.

"I spotted them all around the country," said Farr. "My sample wasn't chosen from any select group of dealers and I think it is pretty representative of the average guy."

Only 10 percent of the salesmen surveyed have been in the retail appliance business 10 years or more. Over 65 percent have been in it five years or less.

Earnings of these men startled many. Most of them were at about the \$4,000 level with only a few making as much as \$10,000 or more. Farr said that most of them indicated they preferred a salary and commission to straight salary.

The panel listed several salesman "gripes." Among them: They want to look and dress well. They feel they have been hired to sell, not do menial jobs around the store. They prefer cash awards for contests and spiffs to other types of prizes commonly offered. And many thought that the salesman's biggest competition comes from his own boss who can give a bigger trade-in or in some other way make a sale where the salesman is stymied.

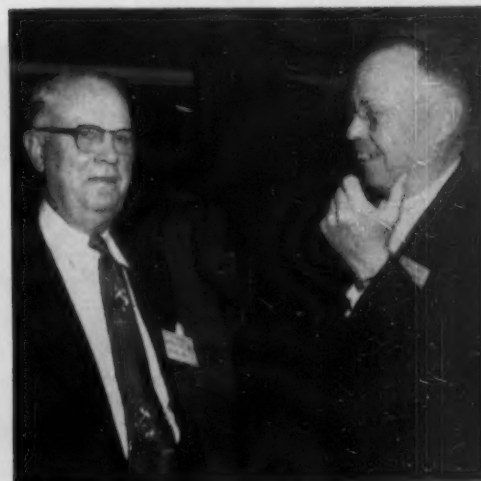
Manufacturer Views Retailers Future. With the exception of air con-



MARKETING ADVICE is provided convention visitors by A. E. Cascino, marketing expert for Crosley & Bendix. His series of slides illustrated business conditions most favorable to dealers.



DEALERS CAN measure up to discounters, George Johnston of Minneapolis told the convention. Chief weapons for retailers are service and the sale of trade-ins, he said.



RETAILERS ARE given a pointer by Westinghouse's Ed. J. Hegarty, right, one of the breakfast speakers. F. O. Broyles of Marion, Indiana, apparently appreciates the tip.

At NARDA Meeting

ditioners and automatic washers, said guest speaker Dan A. Packard, Kelvinator general sales manager, carry over inventories are far lower than they were a year ago. Packard expects 1955 to be a good year and points to two favorable trends that will help it along. Increased numbers of family formations and a boom in housing should help all business and, in particular, the appliance industry, he said.

Realistic Look At Fair Trade. Chicago attorney Lynn A. Williams, a longtime supporter of Fair Trade, cautioned dealers against relying too heavily on Fair Trade laws to guarantee them a profit. The essence of Fair Trade, he thinks, is best expressed by

the simple axiom that the easier it is to sell a product, the less it costs to sell it. The function of a super-market or other self service store is mechanical because its products need little, if any, merchandising to sell them.

"But let one thing be clear," said he, "when retail merchandising functions become unnecessary because the job is done by national advertising or in other ways, then the retailer's costs fall or can fall, and inexorably the retailer's margins will soon fall also. No Fair Trade program can prevent it."

Fair Trade enters the picture, Williams thinks, "for those products which need and benefit from merchan-

dising effort. There must be a way of compensating for that effort—or there won't be any.

"Those who eliminate such marketing functions leave themselves only the mechanical functions of retailing. They become vending machines or, at best, stevedores with white collars. And even vending machines need to be refilled sometimes."

Sells Wholesale Only. Gerald B. Peterson, manager of branch operations, W. W. Grainger, Inc., a wholesale electrical and hardware firm, described how his company eliminates any possibility of selling to a consumer in any of its 54 branches. Grainger adheres to this policy, said Peterson,

for reasons "not related to ethics or ideals, or because we want to be an inspiration to anyone. Our reason is purely selfish. We simply feel that what we are doing helps us to prosper more, faster."

New Accounting System. Almost a year in preparation, the NARDA uniform system of accounting was developed by Tallman, Robbins & Co. Explained by Thornton W. Snead of Tallman, Robbins, the system can be used by the dealer with large volume as well as the smaller retailers.

In addition to ease of operation, said Snead, the system provides the user with detailed information of his business every month. The complete



IN SERIOUS discussion are editor Laurence Wray of ELECTRICAL MERCHANDISING and re-elected NARDA president H. B. Price Jr. of Norfolk, Virginia.



CONVENTION SPEAKER Dan A. Packard, general sales manager of Kelvinator, chats with NARDA director Wallace Johnston of Memphis.

Dealers Get Answers at Narda Meeting



OUTSIDE SELLING expert R. D. O'Callaghan appeared at the meeting, flanked by two fellow townsmen, Gale Hufford and Gene Nicholson of Des Moines.



MORT FARR, right, who was re-elected chairman of the NARDA board, introduces Miss America to Victor P. Joerndt, newly-elected NARDA treasurer.

system, including two binders and a year's supply of forms, sells for \$55 to NARDA members, \$75 to non-members.

Wives In Business? At the women's luncheon, NARDA vice president, Don Gabbert, told dealers' wives that "You, as a homemaker, should be prepared to tell him [husband] about the dreaming and the planning that women live before they announce their interests in buying any new appliance. You should attempt to keep him up to date . . . help him be a wise, alert dealer."

Gabbert advised the wives to "bird dog" for their husbands among women acquaintances and "sound out the trends."

Charting Tomorrow. The alert retailer, said A. E. Cascino, marketing director of Crosley & Bendix, carefully watches marketing factors pe-

culiar to his own area. Seasonal peaks and slumps on a national average, said he, may be entirely false in terms of individual dealers.

This planning, Cascino thinks, can be reduced to three simple factors:

- Develop a yardstick to allocate money and manpower.
- Develop a knowledge of when to promote a product.
- Have insight on brands to be carried.

Adequate Wiring. Some dealers may think that adequate wiring is somebody else's business, said L. E. Barrett, president of the National Assn. of Electrical Distributors. Actually it is a sales obstacle and may further result in inefficient performance of appliances that are high wattage consumers.

He suggested that dealers use the services of the National Adequate Wiring Bureau which offers, among

other things, a customer folder, "How Wiring Affects Appliance Operation."

Why Sell Kitchens? George J. Pazik, Milwaukee dealer, advised appliance dealers to get in the kitchen business as one of the best ways to combat discounters. "Can you picture the discount house planning, designing, remodeling, selling complete kitchens—all custom tailored to Mrs. Housewife's taste? He might try it but it won't be at 10 percent over cost."

Pazik thinks kitchens are a good bet because of the high profit and the tie-in sale of several appliances. "No trade-ins," he said, "save on an occasional appliance, no inventory save a store display."

Rentals Into Sales. W. E. Galbreath, Houston, Texas, is in the rental business in a big way. "We not only make money on rentals," said he, "but we convert a good proportion

of them into sales."

Galbreath said that 80 percent of appliances sold in Houston are sold through buying clubs and that rentals are one means of getting to customers who otherwise would never come into his store.

Color Television. There's nothing peculiar or strange about the present status of color TV, according to Mort Farr. He likened the present situation to that of black and white TV some years ago.

Quoting from a trade publication of 1939, the year RCA first offered television receivers for sale to the general public, Farr outlined the reasons why sales were negligible.

"People complained about high prices, poor and inadequate programs and the dealers thought that advertising and promotion was insufficient to move the merchandise. Then, and get this, they complained about discounts not being sufficient and they were 40 percent at that time."

Farr pointed out that the situation today is far ahead of 1939 because of the network of stations available to telecast in color and the 34,000,000 monochrome sets already in use.

He thinks that mass marketing is premature at this time and advises dealers to go after the one percent "that can and will pay today's prices."

But he places the bulk of the blame for color's slow start on manufacturers and broadcasters. Manufacturers, says Farr, should get together and improve their public relations so consumers won't be so confused. Networks make a mistake of publicizing the extreme limitations of color programs—"imagine CBS announcing that it will curtail color shows in the spring. This makes it even more difficult to sell color. And Godfrey saying on his radio show that color TV stinks. What are they thinking of?" End



LEADING A PANEL on advertising was K. G. Gillespie, left, head of Jenkins stores in Kansas City, seen here with L. J. Ruffalo of Kenosha, Wis.

LUNCHEON SPEAKER James P. Carmine, Philco president, comments on the Government's anti-trust suit against his company. His predictions for appliances of the future included a refrigerator without motor.



You betcha! I sure do stock TOASTMASTER'S complete line of Automatic Toasters

Stock the Complete "TOASTMASTER" Line
and You'll Sell the Complete Line!



A6 Automatic
Retail, \$17.50



B18 Automatic
Retail, \$22.50



B14 Automatic
Retail, \$23.00



B16 Powermatic
Retail, \$27.50



C4 Powermatic
Retail, \$39.50



6D16 Super De Luxe
"Toast 'n Jam" Set
Retail, \$34.95



6D14 De Luxe
"Toast 'n Jam" Set
Retail, \$29.95

Because Only "TOASTMASTER'S" Complete Toaster Line Gives You:

- Trade-Up
- Customer Selection
- A Toaster for Every Purse
- Reduced Cost Per Sale
- A Market for Every Toaster

Trade-Up is a natural with the "Toastmaster" line. From the A6 Automatic 1-slice at \$17.50 you can step the sale up through four stages to \$39.50. Only "Toastmaster" gives you this.

Customer Selection is always a desirable merchandising feature. People like freedom of choice in cars, clothes, foods—yes, even toasters. Up to now you've been able to offer selection *only between brands* and only in a 2-slice toaster. Now you can offer complete selection of sizes *within one brand*—the most famous name in toasters at that! Only "Toastmaster" gives you this.

A Toaster for Every Purse makes for easier selling. There's no "take it or leave it" here. There's a "Toastmaster" Toaster at a price to suit everyone. Only "Toastmaster" gives you this.

Reduced Cost per Sale is the result of the time you save per transaction when you concentrate your sales effort on one brand. The customer doesn't dally over *what* brand to buy. His choice is merely *which* model to select. Only "Toastmaster" gives you this.

A Market for Every Toaster is the only reason why there are five "Toastmaster" Toasters for sale. Research, field testing, and market analysis prove beyond question that the public will buy sufficient of each model to justify our strongly urging you to stock each one. For the first time, the toaster market has been broadened far beyond the average family unit. The person living alone as well as the "King-size" family now comes within your selling range. Only "Toastmaster" gives you this.

Beyond all this, "Toastmaster" gives you America's fastest-selling toasters and the assurance that every sale you make will be at *full profit*.

Stock the complete line and you'll sell the complete line. Start profiting now by calling your "Toastmaster" distributor.

TOASTMASTER

POWERMATIC AND
AUTOMATIC TOASTERS

"TOASTMASTER" and "TOAST 'n JAM" are registered trademarks of McGraw Electric Company, Elgin, Ill. © 1955

HURRY!

**BIG 90-DAY SPECIAL
ENDS MARCH 31**
B14 Automatic Toaster, regularly \$23 retail
NOW ONLY \$19.95

6D14 "Toast 'n Jam" Set
regularly \$29.95 retail
NOW ONLY \$26.90

Check your distributor for special prices.

**BEAT THE DEADLINE! Big Extra-Profit Introductory Offer
on TOASTMASTER'S Complete Line Ends March 31**

Check your distributor for details now.

*Facts you should know about

Geneva

KITCHENS

The quality kitchen
priced for profitable selling

UNMATCHED QUALITY. FULL WARRANTY. Protects you and your customer . . . a simple comparison will convince you of the accuracy of this statement.

CABINETS IN COLOR. Six stunning decorator colors, or white to choose from.

SPECIAL FEATURE and custom cabinets to specifications. A strong competitive advantage for offering the unusual.

MOST EXTENSIVE VARIETY of stock size wall and base cabinet. Permits tailoring a GENEVA kitchen to any room dimensions.

SINKS in stainless steel, porcelain or custom tops. Promotional models available.

ACCESSORIES. An extensive assortment including many exclusive GENEVA ideas.

FRANCHISE PROTECTION in your specific market.

NATIONAL ADVERTISING in leading consumer magazines has created a preference for GENEVA kitchens by the quality buyer.

COMPLETE COOPERATION. Your GENEVA distributor is a trained kitchen specialist and is ready to help you in all phases of the kitchen business . . . promotion . . . planning . . . installation . . . financing.

KITCHENS ARE A PROFITABLE BUSINESS . . . NO TRADE-INS . . . NO SERVICE PROBLEMS . . . FULL MARGIN OF PROFIT ON EVERY SALE. INVESTIGATE TODAY.



GENEVA MODERN KITCHENS
DIVISION OF ACME STEEL CO., GENEVA, ILLINOIS



CONFERENCE SPEAKERS O. R. Doerr, left, and Harry B. Price, center, chat with the chairman of the business development convention, J. A. Corlett of General Electric.

Charting the Course

Help for the appliance dealer is outlined at the business development conference of the Pacific Coast Electrical Association

This year the electrical industry will be able to do something about profits for dealers and about adequate wiring, according to speakers at the Business Development Section of the Pacific Coast Electrical Assn. in Fresno, Calif., in January.

Improvement in the retail picture was described to the utility, manufacturer and distributor members of PCEA by the featured luncheon speaker, H. B. Price, president of NARDA. He said that discount selling is at an ebb and that dealers are making it highly competitive for the discounters.

Price said that PCEA members should gear their sales and promotional efforts to the three basic types of appliance-TV retailers: 1. The specialty dealer who depends on outside salesmen, and to whom display and advertising are of little importance; 2. Merchandising dealers with good stores and effective displays, who use much advertising and no outside salesmen; 3. The hybrid, the most common, the one with satisfactory location, displays, with some advertising, with salesmen working both in and out.

Adequate Wiring. A competitive market provides a good climate for the adequate wiring story and the electrical industry this year is really doing something to meet the situation, according to E. W. Meise, of the San Diego Gas & Electric Co., chairman of the PCEA's adequate wiring subcommittee.

Nationally, the FHA is being approached to raise its requirements for home wiring, he reported. L. G. Maechten, of the Square D Co. of Los Angeles, and John J. Sullivan, president of the Sequoia Savings and Loan Assoc., presented the viewpoint of the lending agencies toward adequate wiring. The latter made it clear that, although all lending agencies

are aware of the importance of adequate wiring, 95 percent of all home loans are made under FHA or VA insurance and that borrowers tend to accept the minimums these agencies will permit. It is important to work with federal agencies both at national and local levels.

So far as the banks control policies, they are glad to make additional loans for adequate wiring costs. Sullivan urged the cooperation of all agencies in educating the public to check up on adequate wiring in the same way that they have learned to look for green lumber and other defects.

W. R. Rivers, of the General Electric Co. of Los Angeles, pointed out that although the national electrical industry had been successful in getting the national builders association to adopt measures to improve the wiring situation, these were only good if understood and adopted locally.

Reports from power companies on their adequate wiring plans for the year include:

Pacific Gas and Electric Co. Educational program to teach banks and builders how to use financing plans already available. Field workers approach dealers, builders, appraisers, loan institutions, with emphasis on the local builder. Program addressed to the public, using 250 newspapers, direct mail, PGE Progress, TV ads, movie program available for clubs, message on adequate wiring carried through 90 cooking schools, model homes.

Southern California Edison Co. Sales schools for selling personnel, and dealer management. Contact with FHA, architects and builders. Movies, planted in schools, service clubs, etc.

California Electric Power Co. Reports doing a good job on electricians, who submit additions to minimum specifications, giving bid on job as

America's Most Dependable Rotator

NOW *America's Most Beautiful*



**control cases available in four
glorious colors...**

**FACTORY
ATTACHED AND
TESTED CABLE**

Every TRIO rotator is now supplied with either 65' or 90' control cable factory attached and ready for easier, faster installation. Each unit is bench-tested with its control cable, thus assuring trouble-free performance. These are features that servicemen like and appreciate!

Switch and directional control are located at top rear of case for handy finger-tip operation.



TRIO, manufacturer of the "Aristocrat", has set the pace in the design of a rotator control unit as beautiful as it is functional. Its sleek, unbroken lines are unmarred by switches or knobs and only the handsome, lighted dial identifies it as a rotator control unit.

A new TRIO plan enables the dealer to carry a complete line of the various colored cases without substantially increasing inventory costs. Thus the home-maker has choice of colors, even as late as the time of installation, because it takes only a moment to change the "works" from one case to another.

Copyright 1955 by TRIO MANUFACTURING CO.

THE TRIO
"ARISTOCRAT"
...CULMINATION OF
SIX YEARS RESEARCH
AND PRODUCTION

- ✓ Only rotator with 2 year warranty.
- ✓ Only rotator with control cases available in four glorious colors.

TRIO

Manufacturing
Co.
GRIGGSVILLE, ILLINOIS

Write FOR ILLUSTRATED, FOUR COLOR BROCHURE

You can Judge NICHROME*

by the manufacturers
who use it!



Universal's "Coffeomatic" Percolators, their "Stewardess" Travel Iron, Automatic Toaster, Cook-a-matic, Waffle Iron.



UNIVERSAL



EVERY "Universal" appliance, by Landers, Frary & Clark, offers you "extra" sales features. A traveling iron, for instance, that weighs but 28 oz., yet irons steam or dry. A toaster that gives both light toast and dark simultaneously. A percolator that signals when coffee is done, then keeps it hot.

In addition to these individual advantages, there's one big "extra" all "Universal" appliances have. All their heating elements are made of those superb heater alloys, Nichrome V and Nichrome. Let the Landers, Frary & Clark engineers tell you why:

"We use Nichrome V and Nichrome," they state, "because of the manufacturer's ability to maintain the wire within the required specifications, and because of the long life and trouble-free service these alloys give."

That's the kind of performance, Mr. Dealer, that makes good friends not only for Universal but for the dealer who sells these appliances. It will pay you well to insist that all the electrical appliances you sell have heating elements of Nichrome. When you say "heated with Nichrome", you win quick consumer acceptance—sell more customers and keep them sold.

Nichrome "V" and Nichrome are manufactured only by

Driver-Harris Company

HARRISON, NEW JERSEY

BRANCHES: Chicago, Boston, Cleveland, Los Angeles, San Francisco

& Canada, The E. I. du Pont de Nemours & Co., Inc., Newark, N.J.



MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

outlined plus detailed costs for bringing it up to adequate standards. Ran an ad with an advertising check list of wiring needs.

Arizona Public Service Co. All-electric "Reddy Home" which they own and which is therefore neutral territory to which all builders can be invited. Field workers carry message direct to public. Planning a campaign in Phoenix on adequate lighting, paying salesmen a commission on additional wiring. Utility financing of jobs costing \$200 down. (Banks handle \$200 up.)

San Diego Gas & Electric Co. Lighting and adequate wiring departments have been combined, so that customer coming in for one receives information on both. Provided calendar for dealers with schedule of events on dates plus room for stickers sent out for additional promotions and space for dealer's own notations. To reach local electrical contractor not ordinarily told adequate wiring story, have organized electrical contractors division. Now building up wiring acceptance through this group. Individual contractor passes out booklet to public.

Hawaiian Electric Co. Reference was made to a pamphlet address to public for checking wiring needs, using simple, understandable language.

Home Economics. Under the chairmanship of Christine Dent, of the Westinghouse Electric Corp., the Home Economics Committee presented a report of progress and plans, with emphasis on teacher instruction programs. Miss Ruth Kruger, of the Arizona Public Service Co., told of the need of keeping teachers up to date on modern improvements in appliances and methods of using them. Courses must be repeated from time to time to reach the new teachers who come in and also to keep abreast of advances in equipment.

Marjorie Helm, home service director for the California Electric Power Co., explained the system of arranging for institute and even college credit for such courses which has proven successful in building up registration and attendance.

Workshops for dealer personnel, as reported by Lois Cline of the Los Angeles office of Frigidaire, cover similar programs to that of the teacher groups, but are given a sales slant.

Others who were active in the year's activities and participated in discussions included: Lorine Croft, Westinghouse Electric Supply; Evelyn Conant, of the Southern California Edison Co.; and Mary Kelly, of Philco.

This first area-wide Business Development Section conference of PCEA in several years brought more than 300 to Fresno. The keynote of the meeting was set by PCEA president, R. N. Dreiman, who spoke on "Today's Need for Developing Business." The luncheon speaker for the closing session was O. R. Doerr, vice-president, PG and E, and national chairman, commercial division of Edison Electric Institute, who spoke on future developments in the industry. J. A. Corlett, of General Electric Co., was chairman of the conference, assisted by J. H. Adams, of Southern California Edison Co.



fresh...

bold...



*And
beautiful*

TURN
PAGE ➡

THE MOST VALUABLE FRANCHISE IN THE APPLIANCE



GO-TOGETHER COLORS

Go-Together Colors are brand new! They are available in Youngstown Kitchens at no extra cost... STAR WHITE—DAWN YELLOW—MERIDIAN BLUE—SUNSET COPPER.

Fresh... bold... and beautiful—these new colors, formulated by America's leading color consultants, bring you colors that are foolproof and blend perfectly with any decorating scheme.

Whether used singly or together, they offer new sparkle to your kitchen sales. In all

the world, there are no other colors that make kitchen planning so dramatic... and that are so easy to use!

Steel kitchen sales are soaring! They're a full-profit item, with no trade-ins, no repossessions with resultant losses. Inventory is no problem in this profit business. The largest stocks of equipment in the industry are carried by Youngstown Kitchens' distributors in 87 strategically located warehouses.

The new Youngstown *steel* Kitchen line is the most complete in the industry... 17 models of steel cabinet sinks (plus 5 promotional models)... a new disposer at a new low price... wall and base cabinets for every conceivable purpose—die-made, with baked-on enamel finishes. And you have them in colors at no extra cost!

★ ★ ★

Dealerships in a limited number of territories are open. Write today for the story.



Dawn Yellow, Meridian Blue—beautifully blended. Note the Dawn Yellow sink top furnished with all cabinet sinks except Star White.



Star White, still the leader in kitchen sales. Buyers like the way it sets off an imaginative color scheme.



Rich Sunset Copper—as warm and beautiful as a Western sunset—in a kitchen in typical California styling. All Go-Together Colors are of highest quality baked enamel. They last. Sink tops are of porcelain-enameled steel.



Sold in the United States, Canada and most parts of the world
MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

INDUSTRY BECOMES EVEN MORE VALUABLE!

announces new ... at no extra cost!



The fresh beauty of *Dawn Yellow*. This captivating color has universal appeal that captures kitchen sales.

If you are not already in this profitable kitchen business, get full particulars from your distributor; or write: *J. W. Purvis, Manager of Dealer Sales, Youngstown Kitchens, Warren, Ohio.*

**SEE THE EXCITING PROMOTION
PACKAGE...NEXT PAGE** ➡

**J. W. Purvis, Manager of Dealer Sales,
Youngstown Kitchens, Mullins Manufacturing Corporation
Dept. EM-355, Warren, Ohio**

- ☐ Please send me the complete story on Go-Together Colors. NAME (Please print) _____
- ☐ Please send me particulars on how I may get into this profitable kitchen business. FIRM _____
- ☐ Have your representative call, no obligation. ADDRESS _____
- CITY _____ ZONE _____ STATE _____

© 1955 Mullins Manufacturing Corporation

GO-TOGETHER COLORS SELL ON SIGHT!

They answer the public demand for FOOLPROOF COLORS!



1. SHOW-'EM-ALL DISPLAY!

Seein's believin'—shows Dawn Yellow wall units, Meridian Blue base units. ALSO, show . . .

2. CABINET SINKS!

Show Sunset Copper in at least one cabinet sink.



3. COLOR-FULL PROMOTION PACKAGE!



New Disposer display
(get this exciting story below)



Viewmaster
Reel



Giant poster



Color selectors



Ad mat

NATIONAL ADVERTISING SUPPORT

—AND HOW!

Go-Together Colors will be sold . . . during April and May, national magazines with total circulation of 36,138,159 will shout the story in the United States and Canada!

SENSATIONAL DISPOSER NEWS!



The NEW Youngstown Kitchens FOOD WASTE DISPOSER

at a new, low price . . .

the lowest price yet!

\$79⁹⁵
ONLY Suggested retail

Compact, easy to install.

It has the right price.

It has the famous name.

It has the extra features!

YOU have the opportunity—sell it!

CONTACT YOUR DISTRIBUTOR NOW . . . GET IN EARLY ON GO-TOGETHER COLORS AND THE NEW DISPOSER!



STEEL
Youngstown Kitchens

Sold in the United States, Canada and most parts of the world
MULLINS MANUFACTURING CORPORATION • WARREN, OHIO



TYPICAL OF the appliances featured this year at the National Association of Home Builders' convention in Chicago is this new dishwasher displayed by Youngstown. Builders showed increased interest in appliances, especially the built-in and colored items.

Appliances Go To . . .



STEEL KITCHENS also drew the attention of builders at the four-day meeting. Henry A. Gardner, Jr., shows Mrs. Robert McAtee of Tyler, Texas, a set of cabinets with a kitchen ventilating system, produced by Lyon Metal Products.

. . . The Builders' Show



POWER TOOLS, like this portable jig saw being used by M. E. Lynch of Black & Decker, attracted crowds, too. Builders expressed optimism for the coming year, with home construction set somewhere around 1,300,000 units.

Globe PACKAGE UNITS

ELECTRIC

**BUILT-IN OVENS
AND SURFACE UNITS
SET-ON CABINET OVENS
AND SURFACE UNITS**

For New Kitchens

For Remodeled Kitchens

For Present Kitchens—

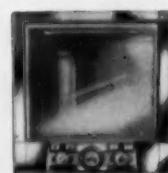
Without Remodeling Expense



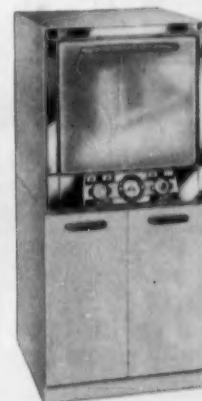
SET-ON OVEN.

DROP-IN SURFACE UNIT

WITH REMOTE SWITCH MOUNTING



BUILT-IN
WALL OVENS



SET-ON
CABINET OVENS



SET-ON
SURFACE UNITS

**DESIGNED TO FIT INTO OR ON ANY
MAKE KITCHEN CABINETS**

*IDEALLY SUITED FOR
THE "DO-IT-YOURSELF" TRADE*

**STANDARD PACKAGE UNITS
FOR THE APPLIANCE TRADE**

FINISHES AVAILABLE

STAINLESS—COPPER—WHITE PORCELAIN
PASTEL GREEN—PASTEL YELLOW PORCELAIN

**DISTRIBUTOR AND DEALER
TERRITORIES OPEN**

GLOBE AMERICAN CORPORATION

Kokomo Indiana

Manufacturers of Cooking Appliances for Over 75 Years

NORGE

swings into action

24 pages Sept. '54

6 pages Oct. '54

2 pages Nov. '54

4 pages Dec. '54

8 pages Jan. '55

12 pages Feb. '55
(4 colors)

Averaging more
than 9 pages
per issue

During the six months from September 1954 through February 1955 Norge placed more advertising pages in *ELECTRICAL MERCHANDISING* than they did in any other publication exclusively serving the appliance-radio-TV Industry. A basic step for Norge in an aggressive sales campaign was to tell a powerful story in *ELECTRICAL MERCHANDISING* . . . the publication most appliance-radio-TV manufacturers rank as leader in the field. *Norge's* inserts were exclusive in *ELECTRICAL MERCHANDISING*.

Norge, along with other leading manufacturers, does this because . . .

✓ National surveys by manufacturers among their



Robert Runge,
Norge's Advertising
Director says . . .

"There will be more big NORGE insertions in *ELECTRICAL MERCHANDISING* during 1955. Every month we will run smashing copy to reach America's Leading Dealers and Distributors."

with **GIANT** **ads**

in

ELECTRICAL MERCHANDISING

own dealers almost invariably show ELECTRICAL MERCHANDISING voted first as most useful for sales-making ideas *and advertising*. Dealers prefer ELECTRICAL MERCHANDISING for the ads because each issue has so many more ads where they can compare lines and spot new products.

✓ During 1954 more appliance-radio-TV advertisers used ELECTRICAL MERCHANDISING than any other publication in the field . . . it was the *only* publication to increase revenue during that time. And, in January of this year the Statistical and Marketing Issue carried more pages of appliance-radio-TV display advertising than ever before appeared in a single issue of any publication serving the field.

✓ Recent studies show that dealers are more than twice as likely to pick up ELECTRICAL MERCHANDISING purposely to read the ads than they are the second publication in their field. Dealer subscribers vote it most useful for advertising 10 to 1 over the second ranking publication.

ELECTRICAL MERCHANDISING offers intensive readership . . . both editorial and advertising. It's the kind of publication which attracts top dealers and distributors. Use ELECTRICAL MERCHANDISING regularly, impressively, to do your best selling job. Your advertising will get the kind of readership in the kind of audience which can help boost sales and cut sales costs.

Tatham-Laird Inc., Chicago, is Norge's Agency.



A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

alone

will

cover the market alone



MANUFACTURERS PROUDLY present their products at the Housewares Show. Here, H. M. Conlin, J. A. Andrews, F. W. Walrath, H. B. Payor and Robert E. Morrill, all of Landers, Frary & Clark, show their copper toaster.

HOUSEWARES:

Hale and Hearty

A healthy interest sparks activity at the Chicago Housewares Show, held at Navy Pier during the January market month

A steady stream of improved housewares—and some brand-new gadgets—vie for approval of the visiting retailers



AUTOMATIC TIMER for switching outside lights on and off is shown by W. F. Keally of International Register at the independent show in the Morrison Hotel.



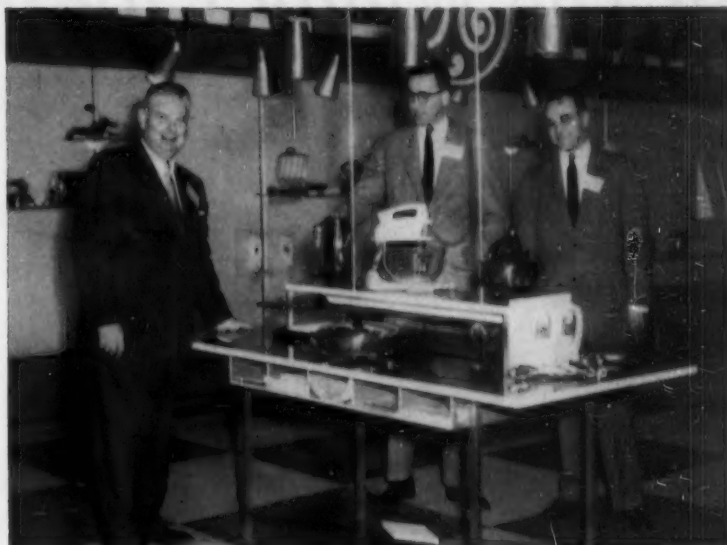
GETTING A LIFT from Rival's suction grip food grinder, Henry Deigel shows B. F. Sears that the unit can lift a table off the floor.



AT INDEPENDENT Housewares Show in Morrison Hotel, Ward Baldwin and William Hoag display a teenage workshop produced by Portable Electric Tools.



HOT ITEMS for the Toastmaster people are these units, in production under the supervision of M. J. Ely, E. B. Thompson, W. G. Mitchler, Bill O'Brien and R. E. Douglas.



GENERAL ELECTRIC products are displayed by W. H. Sahloff, left, vice president of small appliances, and A. H. Heritzler, right, for J. E. Zimmermann of Strawbridge & Clothier, Philadelphia.



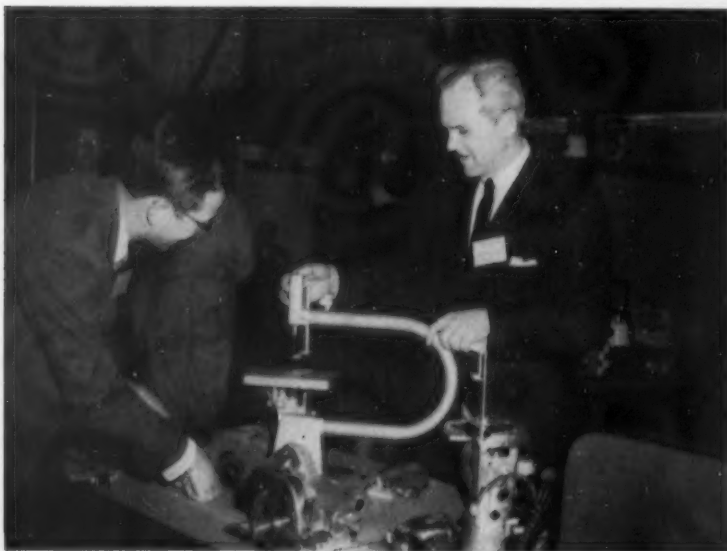
NEW PRODUCT for Hoover is this \$19.95 stainless steel iron shown by general sales manager W. A. Munz and C. R. McLean.



A DEEPFRY element and basket that can be used in any kettle is displayed by its creator, Joe Pavelka of Toastswell, St. Louis.



ICE CREAM MAKER, complete with beaters, is offered by Silex general sales manager Cy Perkins. The Freeze-O-Tray fits right into refrigerator.



POWER TOOLS drew their share of attention at the Chicago exhibition. G. W. Orr, right, sales manager for John Oster Mfg. Co. demonstrates a saw.



WHY DO WOMEN like rotisseries, Anna S. Fisher, McCall's Magazine, asks R. Z. Sorenson, Westinghouse, who featured a rotisserie at the market.

In The Windy City, Fans Are Popular



FANS PLAY an important part in the winter exhibits. Gordon Ritter shows that Arvin's model can be removed from stand and carried around the house.



FASHION DESIGNED hassock fan is displayed for H. S. Cowen of Blacor Sales Co., New York City, by K. W. Spurrier of Robbins and Myers.



TWO SPEED FAN by Hunter are shown by R. E. Brady, Ohio district manager, and Don Hunter, representative in Kansas City, Mo.



NEW MANAGER of air conditioning for Emerson Electric Mfg. Co., George H. Childer, shows new plastic color strips for decorating units.



NEW CARDBOARD display is used by Jerry T. Holden of St. Louis to show Kisco's reversible, two-speed fan.



DEMONSTRATING NEW twin-stack-on portable 12-in. fan for Jack Lee of St. Louis is H. P. Toppin, right, president of Fasco Industries.

How to double your sales force . . . without extra expense

Look what Emerson-Electric's doing to make '55 your biggest year yet for fan sales!

This summer Emerson-Electric will put a powerful new selling force to work for you—both inside and outside your store! Great "outside" salesmen . . . powerfully different Emerson Electric advertisements that make summer comfort come right off the page . . . will be featured in dominant LIFE ads, in big space in newspapers!

A great new salesman inside your store . . . Emerson-Electric's sensational Fan-Guide Display! It helps buyers select the right fans by just twirling a dial—does a big part of the selling job for you.

Plus all these extra sales helps—Eye-stopping Low-Table Fan Display . . . Window Fan Cards in bright Day-Glo . . . attention-getting Window Banner . . . as well as colorful Consumer Folders . . . and a new cooperative advertising plan with newspaper-ad mats, radio and TV scripts to help you tie in!

With brilliant new styling in America's most complete line! All of Emerson Electric's famous "lifetime features"—now wrapped up in exciting new Fantasy designs and decorator colors! All backed by the famous 5-year, factory-to-user guarantee.

Better check your stock and order *Emerson Fans early . . . start cashing in early* with this powerful new selling program! Write for Catalog No. 3013. THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MO.

Emerson



Electric

of St. Louis • Since 1890



The Most Valuable Franchise
in Sewing Machine History!

BROTHER
SELECT-O-MATIC*



Oh **BROTHER**, what a
Sensational Sewing Machine!

WORD HAS GOTTEN AROUND — that Brother has grabbed the lead with the best "automatic" from every angle, that's why successful distributors from coast-to-coast are switching to Brother!

SIMPLE TO OPERATE — no complicated adjustments or cams to change or reset. Even a beginner can learn to operate expertly in a few minutes!

ENDS SERVICE PROBLEMS — The simplicity of its engineering design assures a life-time of trouble-FREE performance.

ELIMINATES GUESSWORK — Brother's exclusive "Pattern Selector" pictures the stitch you choose before you start to sew — eliminates all guesswork — makes every woman a Design Expert!

AMERICA'S MOST BEAUTIFUL STYLING — modern streamlining combined with a rich hammertone blue or black finish sets a new standard of beauty!

NATIONAL ADVERTISING — in Life and other leading magazines assures customer recognition and acceptance.

LIFETIME GUARANTEE BOND — issued with every Brother Select-o-matic* establishes customer confidence.

SELLS FOR \$50.00 LESS — at the nationally advertised retail price of \$239.00 your customers save from \$50.00 and up from prices of other well known "automatics".

DEALERS MAKE MORE PROFIT — in spite of the price advantage, Brother dealers enjoy much larger dealer discounts than offered by competitive brands.

GET COMPLETE DETAILS TODAY — about an exclusive Brother dealership in your locality!



Send for
Prices
and
Discounts!

122 W. 27th St., New York 1, N. Y.
Send "PROFIT FACTS" and details about the exclusive Brother Franchise today!
My business is ☐ retail ☐ wholesale.
Name _____
Address _____
My present supplier is _____

PLEASE PIN
THIS TO YOUR
LETTERHEAD

On The Wiring Waterfront

A new adequate wiring campaign with special aids for the appliance dealer is launched by the National Adequate Wiring Bureau

"The first program in 15 years to cover the entire wiring waterfront." That's the way the National Adequate Wiring Bureau is describing its 1955 campaign.

The new program, which was unveiled at the 11th Annual Wiring Conference in Chicago, Feb. 24 and 25, contains for the first time sales material especially designed for the appliance dealer.

One brochure, entitled "You're Being Robbed", is aimed directly at the appliance retailer. The pamphlet explains that 42 percent of the families in a recent survey wanted to buy "big-ticket" appliances. But 88 percent of this group could not use them without adding to their wiring.

In dollars and cents terms, the booklet estimates that the average inadequately wired home can use only \$1,100 to \$2,780 worth of lighting and appliances while an adequately wired home can use \$5,300 worth of appliances—a loss of \$2,520 for the dealer.

The message to appliance retailers also pointed out that inadequate wiring in 78 percent of the surveyed homes caused poor functioning of present appliances. This means more loss for the dealer in "those profit-losing 'guarantee' service calls."

Several other booklets and pamphlets are available for distribution to the dealer's customers.

Seven-Pronged Drive. The whole campaign is explained in a master package which is now being distributed to the industry, the bureau said. In the package are seven separate kits. One is a guide for developing and operating a local adequate wiring program. Three kits are for use in the home wiring modernization market,

the new home construction market, and in the educational field. Two kits contain "special tools" for electrical contractors and for electrical dealers. A final kit sums up the national advertising and publicity campaign.

The complete promotion package is being distributed to give all participants a broad view of the whole campaign, according to L. E. Barrett, chairman of the national bureau's plan committee.

"These seven kits are our seven keys opening doors to sales opportunities for everyone in the electrical field," Barrett said.

During 1955, the National Adequate Wiring Bureau will continue an advertising schedule in selected consumer publications, according to Barrett. It will also launch an expanded editorial information program, including a series of news features for metropolitan dailies, monthly mat releases to the smaller papers, and scripts for women radio editors.

The Bureau reports that the number of local adequate wiring bureaus licensed to certify wiring in new homes is now 86. New bureaus were formed at an accelerated pace during 1954 and the national group has published a 24-page book entitled "Organizing and Operating an Adequate Wiring Program" to stimulate new bureaus in 1955.

Chicago Deal

Aimed at more than 600,000 poorly wired homes, Commonwealth Edison Company is breaking in 1955 with a program to absorb certain wiring costs ordinarily involved in the installation of 240-volt appliances. The offer reaches Chicago and northern Illinois.

Customers who purchase such appliances, either from Commonwealth Edison or any appliance dealer, will qualify for bargain price wiring on monthly terms, with savings estimated at \$30 or more.

In announcing its company's new wiring plan, Edison's chairman, Willis Gale, pointed out that last summer many customers bought room coolers and returned them because they found that their homes did not have sufficient capacity to handle the appliances.

The move will open the way to more electrical service capacity for 615,000 dwellings (one, two and three-family type) in Chicago and northern Illinois now being served by obsolete, two-wire, 110-volt service.

Edison personnel see a 1955 potential of some \$19,625,000 in the 240-volt appliance sales: 30,000 electric ranges; 15,000 electric clothes dryers; 40,000 air conditioners, and 15,000 electric water heaters.

Efficient Merchandiser



HONORED BY the National Retail Dry Goods Association for "the efficient distribution of consumer goods through retail channels" is B. A. Graham, left, president of the Sunbeam Corp. Irving D. Wolf, chairman of the association's executive committee, makes the award at NRPGA convention.

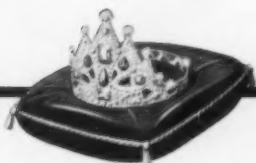
first!

in QUALITY...
STYLE...VALUE
...SERVICE

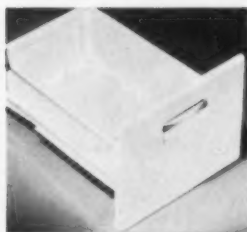


Beauty Queen styleline kitchens in

NEW BEAUTIFUL PASTEL COLORS



FEATURES THAT SELL!



One piece, deep drawn drawers with rounded design eliminate dust and particle catching corners. Drawers glide easily without tipping on special design guides.

Shelves in all wall cabinets are instantly adjustable . . . no tools or complicated clips are needed. Doors swing quietly and effortlessly on hidden toggle hinges.



G-E Plastic Monotops with contour back and no drip edge of enduring beauty are available in red linen, yellow and charcoal medley patterns for sink and counter tops.



These are *not* idle claims! Stack Beauty Queen up with any other steel cabinets . . . make a careful and honest comparison.

Quality? . . . smooth rounded and reinforced construction, easy glide deep drawn, one-piece silent drawers . . . doors with spring loaded hinges for positive closing are only part of the story.

Style? Speaks for itself . . . graceful contours, recessed handles, Unitized assembly of standard units gives that look of custom luxury.

Value? With Beauty Queen you can demonstrate more value, more features regardless of other's price . . . and customers are demanding quality values today!

NEW SCIENTIFIC PAINTING AND FINISHING—ANOTHER EXCLUSIVE BEAUTY QUEEN FIRST!

From metal preparation, through the Bond-erizing operation spray painting and final high temperature baking, accurate quality control never before possible is now achieved by the most modern system of finishing yet invented.

Long lasting, beautiful G-E plastic Monotops, optional on under sink cabinets and as standard counters for base cabinets, add their note of high quality and sanitary cleanliness.

Here is *the* complete kitchen line you'll be proud to sell . . . the quality line that makes selling both a pleasure and *more profitable!*

TOLEDO DESK & FIXTURE CORPORATION • 100 Ford Rd., Maumee, Ohio

DISTRIBUTORS and DEALERS, WRITE or WIRE TODAY!

4 EXCITING NEW COLORS

Now your customers can select one of four beautiful soft pastel colors for their Beauty Queen kitchen cabinets.

Smart pink . . . cheerful yellow . . . restful green or sand, whatever their preference can be combined with either complimentary or contrasting colors to make any kitchen more beautiful and easier to sell.



Dishwasher manufacturers' lab tests detergency rating ever scored. Prescribe

HAND-POLISHED LOOK FOR GLASSES

In toughest industry tests where machines were loaded with margarine and dry milk, glasses washed with Dish-all came out as you see here, sparkling and spotless!

DETERGENT "A"

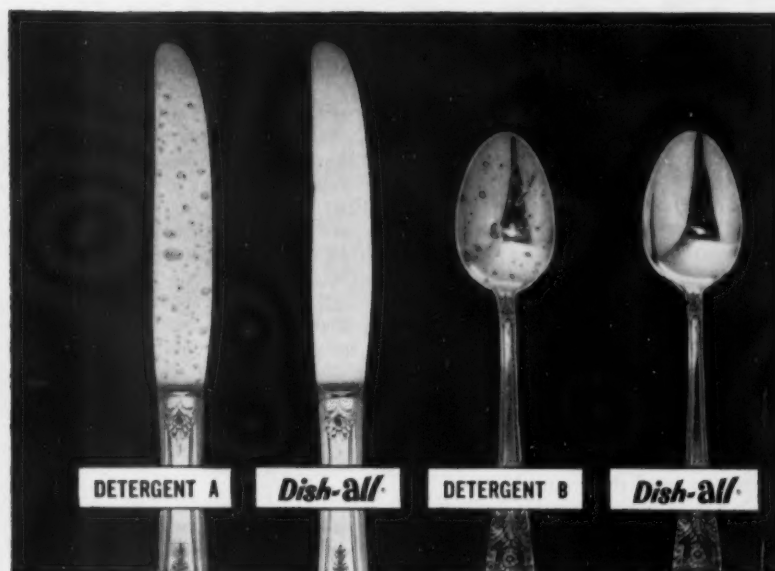
DETERGENT "B"

DETERGENT "C"

Dish-all IS A PRODUCT OF **MONSANTO** WHERE CREATIVE CHEMISTRY WORKS WONDERS FOR YOU



give new Monsanto product highest *Dish-all*® for demonstrations.



SILVERWARE GLEAMS . . . Dish-all's super detergency cleans, rinses away dulling food particles that other compounds cannot touch.



CHINA STAYS BRIGHT, BEAUTIFUL . . . Dish-all is safe—cleans thoroughly—yet will not react with metal or harm fine china glazes.

SO NEW, SO DIFFERENT, MAKES ALL OTHER COM- POUNDS OLD-FASHIONED!

Major appliance manufacturers are prescribing Dish-all, because their own laboratory tests proved Dish-all tops.

A real contribution to the industry! A leading manufacturer writes: "Dish-all is excellent in general washability—superb in preventing water spotting—completely non-etching or tarnishing to aluminum and silver, and overglaze attack is negligible or non-existent."

DEMONSTRATE WITH DISH-ALL

Dish-all is nationally promoted, nationally distributed as a companion product to Monsanto's famous *all* for automatic washers. Prove Dish-all in your own machine, use it in your store demonstrators and post-sale demonstrations. Dish-all is the greatest "salesman" ever developed for automatic dishwashing machines!

**Let Dish-all's dramatic
dishwashing power sell for you**



PRESCRIBED BY AUTOMATIC DISHWASHER MANUFACTURERS

PROVE DISH-ALL FOR YOURSELF! Send us your name and we will rush a full-size package of Dish-all to you.

MONSANTO CHEMICAL COMPANY
Merchandising Division
800 N. Twelfth Boulevard, St. Louis, Missouri

Name

Address

City State



In Chicago, it takes 2— to make connections

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the...



**CHICAGO
SUN-TIMES**

211 W. Wacker Dr., Chicago • 250 Park Ave., New York

READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

REPRESENTED BY: SAWYER-FERGUSON-WALKER CO.,
LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, DETROIT, ATLANTA
HAL WINTER CO., MIAMI BEACH

How To Kill a Distributor

Most effective way is failure to recognize that a franchise means something, a distributor tells electric housewares manufacturers

Manufacturers who do not recognize the fact that a franchise means something are "killing good distributors just as much as if you were feeding them slow doses of arsenic."

That's the opinion of Samuel Fingrut, chairman of NAED's electric housewares committee. He voiced it in mid-January during a speech to a group of manufacturers attending an NAED meeting in Chicago.

Fingrut warned that "in every city (there may be ten or 15 distributors with four or five doing 85 percent of the selling and promotional effort, and possibly getting 85 percent of the business. But that extra 15 percent goes down the drain when it could mean the difference between profit and loss to these important distributors."

Fingrut warned the group that for a distributor to get sufficient volume today he must have strong financial support, which he cannot obtain unless he can show sufficient profit. "How can we grow," he asked, "if there are among us those who are trying to tear down the entire structure of good merchandising by doing things which you know are both normally and by every standard of good business ruinous... but we can't do anything about it because some manufacturers think they are going to keep their volume up or retain their position in the industry by feeding them the ammunition to use against us."

Other problems which Fingrut posed for manufacturers included:

- (1) The selling of samples to dealers for their own use "has developed into a racket".
- (2) Direct factory shipments are undermining the distributor, one of

whose primary functions is to carry sufficient inventory.

(3) "Direct deals with large accounts, tied in with an advertising allowance of which the distributor pays the largest share is in our opinion 'taxation without representation'."

(4) "If you have a cooperative deal, let the distributor do the job for you."

(5) "Do you want to sell premium houses at distributor's cost? Then either take off your trademark or take off your distributors."

(6) "Let's stop those larceny deals where a dealer can buy any given quantity of merchandise at reduced prices as long as he says it is for the employees."

St. Louis Plan

Loans to residential customers are now being made by the Union Electric Co., in St. Louis, to finance the purchase of appliances and adequate wiring, according to Robert L. Coe, residential sales manager.

Loans shall not be less than \$180, nor more than \$540, and down payment on each purchase shall not be less than \$6. Monthly payments by the customer shall be in even amounts of not less than \$6, nor more than \$15 for each purchase in the required number of months. Loans are to run not less than 30 months nor more than 36 months. Customer will have the right to pay all his obligations at any time with credit for unearned financing charge. Appliance dealers, electrical contractors and plumbers are being informed of this financing plan and encouraged to use it.

New Conditioner Produced



CHRYSLER AIRTEMP officials examine the first 3/4-horsepower casement window room air conditioner manufactured by the firm. J. F. Knoff, vice president in charge of sales, points out control features to H. A. Dillon, center, assistant sales head of the air conditioner division, and R. J. Schumann, left, vice president in charge of manufacturing.

Dealers are moving
THERMADOR
 Electric Bilt-in and
 Console Ranges—*fast!*

Your Customers
 Can Choose from the
 Greatest Selection of
 Bilt-in Ranges

THERMADOR
the Original . . . and the Finest
12 COOKING TOPS
2 OVENS and WARMING DRAWER



DELUXE
 Stainless steel top in
 regal grey or white porcelain
 enamel finish.



BUDGET

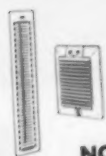


COMPACT

Your Customers
 Can Choose from
DELUXE, BUDGET and
COMPACT Models

12 VERSATILE, AUTOMATIC RANGES Loaded with Sales Features

ASK ABOUT THERMADOR



BILT-IN HEATERS
 Models for every room!
 Radiant and circulating-fan types.



PORTABLE HEATERS
 Radiant-fan type and circulating-fan
 type models in many sizes.



NORRISWARE COOKWARE
 The stainless steel, copper-
 bottom cookware with the exclusive
 Norrisware Vapor Seal Rim.



NEW VENTILATING FANS
 Quiet, dependable, easy-to-install vent
 fans that assure customer satisfaction.



ELECTRIC WATER HEATERS
 Upright and table-top models for abundant
 hot water. Clean, Safe, Economical.



Write or Wire today to:

THERMADOR

Electrical Manufacturing Company
 Division of Norris-Thermador Corporation
 5119 District Blvd., Los Angeles 22, Calif.

Dept. EM-355

GREAT NEW G-E TV

New low prices on new G-E LO-BOY TV!

Now from General Electric—new models to blanket every prospect!

For your high-end prospects—the new G-E Lo-Boys! Reading-angle viewing, stand-up tuning, G-E Aluminized Picture Tube...G-E Glarejector...Twin Dynapower Speakers—every Ultra-Vision feature. The line...

VOTED BEST 7 to 1 NATIONWIDE!

The picture your public prefers! Voted best in 108,792 actual side-by-side showdowns with leading makes.

ADS ALL OVER. LIFE! LOOK! COLLIER'S! 6 OTHERS!

Spreads and color pages! Coast-to-coast TV every week—"The Ray Milland Show." Radio and newspapers. Merchandising help right through the year...everything!

G-E "PACERS" from \$129⁹⁵ lowest in TV history

Only low-priced TV that has all big-set "must" features for top performance! G-E quality...G-E performance. A G-E thoroughbred from Electronics Park—headquarters of electronic progress!

ONE SUPPLIER... ONE HANDLING... ONE BILL...

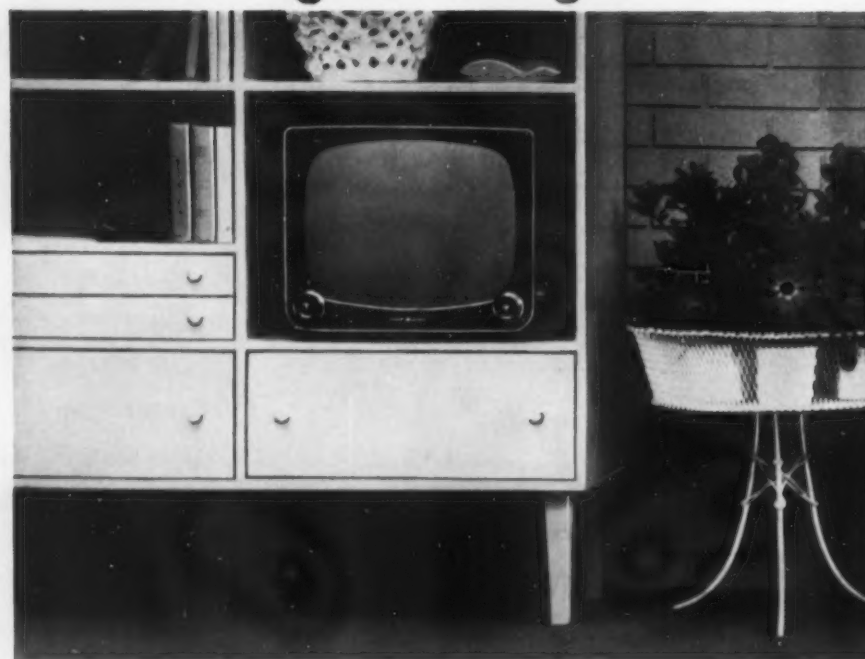
And prompt delivery. Less detail—more profit for you. Why risk multiple-inventory loss when *one* line is styled for every taste...priced for every pocket? General Electric Company, Radio & Television Dept., Syracuse, N. Y.

General Electric Comedy Theatre presents
"THE RAY MILLAND SHOW" TV—CBS—Weekly

Prices include 1-year warranty on picture tube, 90 days on parts. Subject to change without notice. UHF and bases for table models at slight additional cost.



Model 21C156



Model 17T21



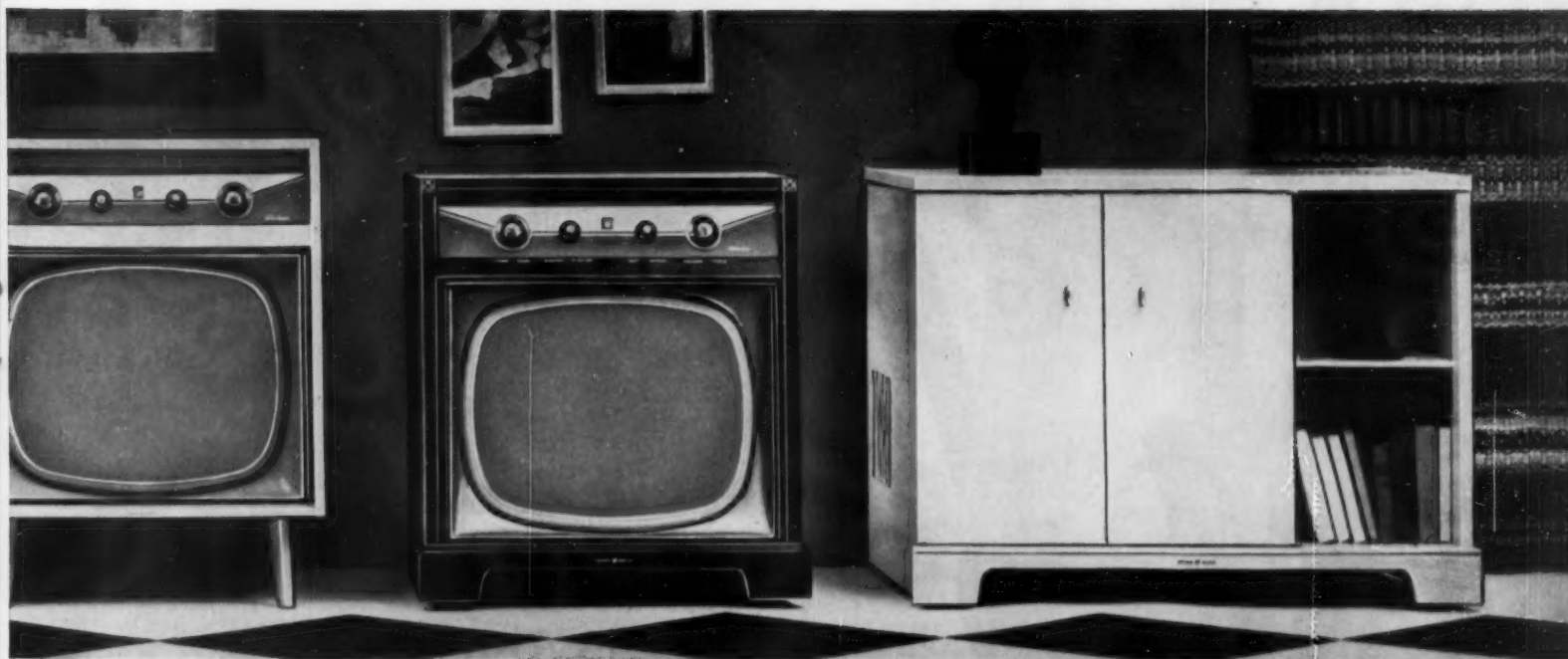
Model 21C106



Model 21T36



PRICED FROM \$129⁹⁵



Model 21C152

Model 21C151

Model 21C157

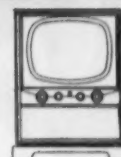


LO-BOYS

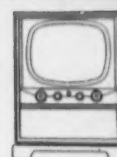
First TV with reading-angle viewing, stand-up tuning! So much in demand last year they had to be allocated! Four superb new blonde and mahogany Lo-Boys. Plus two new G-E Ultra-Vision Consoles and an Ultra-Vision Consolette.



Model 21C40



Model 21C130



Model 21C131



Model 21C108

Model 21C109

Model 21T33



PACERS

Cabinets that actually fit into shelves! New "round-the-room" viewing angle... new, improved self-focusing picture tube... new longer-lasting G-E 600 milliamp electronic tubes throughout. Ten models in all. From \$129.95 retail.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

West Bend brings you
this spring's most attractive promotion

SET OF TWO
AUTOMATIC COFFEE MAKERS
ONLY \$22⁷⁵*
... less than you'd
expect to pay for one

*new, beautiful
matched-design
coffee service*



6-8 CUP
\$11⁹⁵*
RETAIL

BOTH IN POLISHED ALUMINUM

WEST BEND

2-5 CUP
\$10⁹⁵*
RETAIL

Flavo-matic®
the automatic coffee makers that make coffee taste better

New matched-design coffee twosome gives you spring's most attractive promotion theme: 2 fully automatic coffee makers for less than your customers would expect to pay for one!

The Flavo-matics meet the coffee making needs of any occasion and brew coffee with a flavor unexcelled by any other coffee maker, regardless of price. Swing into spring with increased coffee maker sales ... order yours today.

a size for every occasion



2 TO 5 CUPS

West Bend's 2 to 5 cup Flavo-matic is ideal for those times when only 2, 3, 4 or 5 cups of coffee are desired.



6 TO 8 CUPS

West Bend's 6 to 8 cup Flavo-matic provides plenty of good coffee at dinnertime or for evening get-togethers.



... 13 CUPS OR MORE

Used as a pair, the Flavo-matics make 13 cups or more of coffee — just right for parties.

Nationally advertised in:

BETTER HOMES AND GARDENS • LADIES' HOME JOURNAL
GUIDE FOR THE BRIDE • LIVING FOR YOUNG HOMEMAKERS

WEST BEND ALUMINUM CO.

DEPT. 183, WEST BEND, WISCONSIN

MANUFACTURERS



REVOLUTIONARY new all-electronic refrigerator is examined by RCA scientist Nils E. Lindenblad.

A Peak In The Lab

RCA's Sarnoff takes the wraps off several new, developments—including an electronic refrigerator, "mural TV," and a music synthesizer

The future holds a music synthesizer, an electronic refrigerator, picture-on-the-wall TV, and a magnetic tape recorder for television and motion pictures. These are some of the futuristic products RCA is now working on, according to Brig. General David Sarnoff, chairman of the board.

Speaking before the American Institute of Electrical Engineers, Sarnoff said he was revealing these new RCA developments because he believes that competition can be as "stimulating in research as in manufacturing and merchandising."

One product revealed for the first time was an electronic music synthesizer, which is capable of generating any tone produced by the human voice or any musical instrument—and a few new tones, for good measure.

Revolutionary Cooling. An electronic refrigerator, designed without any moving parts, motors or compressors, is on the way, the executive announced. Using a principle which was discovered more than 120 years ago, the refrigerator produces completely noiseless cooling.

A French physicist observed that the passage of an electric current through the junction of two dissimilar materials produced a cooling or heating effect in the region of the junction, depending on the direction of the current. Until now, scientists have been unable to multiply this effect into a practical heating or cooling device, but Sarnoff said RCA engineers have mastered the problem.

In still another new field, RCA scientists have made substantial progress in electronic light amplification. RCA has an experimental amplifier that gives a light amplification in ratios of more than 20 to 1, Sarnoff said.

"When that ratio reaches 100 to 1, a practical amplifier of light will be at hand," he said. "Ultimately, through the application of electronic light, the present television picture tube will be replaced by a thin, flat screen that can be hung on the wall like a picture. That will be 'mural television,' with the screen under complete control of a little under box."

Sarnoff also discussed "electronic photography," which he said is now being launched.

Servel Loss

A \$9,000,000 financing arrangement has been set up to strengthen operations of Servel, Inc., according to Louis Ruthenburg, board chairman, and president Duncan C. Menzies.

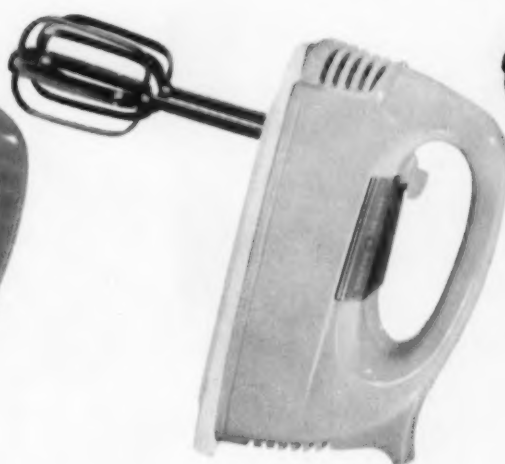
The company reported a net loss of \$8,157,766 for the fiscal year ending October 31, 1954. The loss was attributed to cutbacks in defense production and depressed markets for civilian products.

In announcing the new \$9,000,000 fund, the executives said that the company's 1955 appliance line will include new models of all the products in the 1954 line.

NEW! G-E... the fastest-selling portable mixer... now available in 3 colors...



TURQUOISE



PETAL PINK



CANARY YELLOW



Get ready to set new sales records! Women from coast to coast selected these as their favorite colors! Gift appeal of this powerful, lightweight mixer will be greater than ever before. (Still available in white, too!)

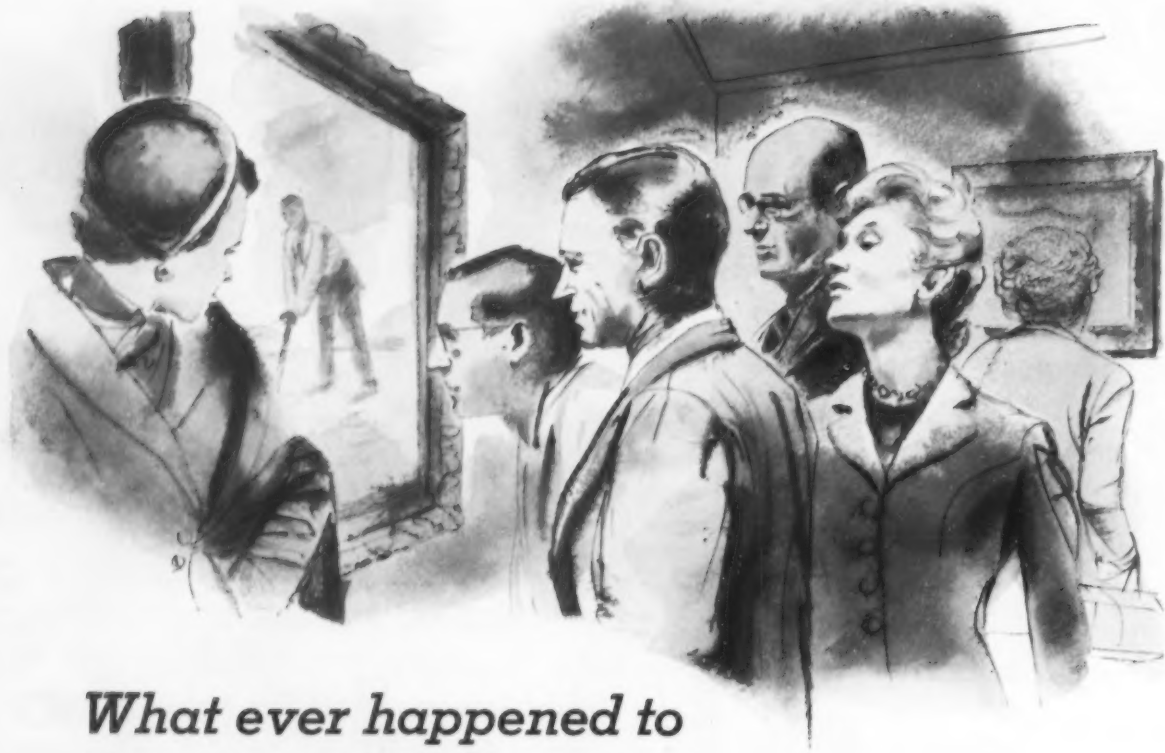
NEW! Full color pages in-
Reader's Digest

...with guaranteed circulation of
10,000,000!

BETTER SEE YOUR G-E DISTRIBUTOR RIGHT AWAY!

Progress Is Our Most Important Product
GENERAL  ELECTRIC





What ever happened to the man with the hoe?

In 1899, Edwin Markham wrote about him in a long poem that made Mr. Markham famous—and everybody else sorry for the poor downtrodden tillers of the soil.

Matter of fact, the only man with a hoe you are likely to see these days is getting a workout in a suburban garden, or chopping cotton in the far South. As the symbolic farmer, he is as out of date as the pitchfork, chin whiskers and the celluloid collar.

The hoe-man's grandson is probably driving a \$3,000 tractor, equipped with both a spotlight and radio receiver; and dragging a gang plow that turns over more earth in a day than Grandpa did in a season. And in the barn there's a smaller tractor for lighter chores.

WORLD WAR I started the trend of farm workers to the factories, and of factory methods to the farm. Machinery has more and more replaced muscle. The horsepower on American farms today is far in excess of the 1918 peak of 27 million horses and mules.

Fewer men work fewer acres, fewer hours, produce more. Man output per hour has doubled in the last twenty years. And more efficient farming has brought better incomes, as well as better living, to farm families.

Mechanical power is also an index of good farmers. Of 4,130,000 tractors used on farms in 1953 (garden tractors



excluded), almost 2,500,000 were in the fifteen Heart States which produce two-thirds of the country's foodstuffs—and where SUCCESSFUL FARMING has most of its 1,300,000 subscribers. The SF farm averages 1.44 tractors.

Three out of four SF subscribers are in the top 39% bracket that gets

88% of the national farm income. The average cash income from farming of the SF subscriber is just under \$10,000. This magazine alone reaches a bloc of buying power equivalent to another national suburbia.

With higher incomes, the SF farm families are spending more—especially on their homes; and are good customers for central heating, new bathrooms and kitchens, major appliances, furniture and furnishings; every home convenience, and luxuries and travel.

FOR fifty years SUCCESSFUL FARMING has been serving Heart States farm families, has helped them make money, save money, live better; and has earned a degree of respect and confidence that no general medium can possibly have with this farm audience.

To find quality customers, and to balance national advertising schedules in an important segment of the national market where general media are weak, you need SUCCESSFUL FARMING. Any SF office can tell you more.



MEREDITH PUBLISHING COMPANY, Des Moines . . .
offices in New York, Chicago, Detroit, Philadelphia,
Cleveland, Atlanta, San Francisco, and Los Angeles.

Sales Increasing

Emerson Radio and Phonograph Corp. reports that sales to distributors for the first quarter of 1955 are 61 percent higher than during the corresponding quarter last year.

Earlier, President Benjamin Abrams said sales for the fiscal year ending October 31, 1954, amounted to \$80,559,994, an all-time record for the company. While sales increased substantially, profits were lower than 1953 because of lower prices.

Emerson Forecast

In the report to stockholders, Abrams said most of the company's radios will be produced by automation within a year or two, and ultimately the system will be carried over to television as well.

He announced the company will market a completely transistorized radio within 60 days and said "nearly 100 percent of the radios we make have printed circuits."

Discussing color TV, Abrams predicted no more than 100,000 sets in 1955, but he expressed the hope that as many as 1,000,000 will be made in 1956. He forecast production of 7,500,000 TV sets in 1955 and 6,000,000 radios, exclusive of car units.

Air conditioning will experience a 25 percent increase in industry sales, the executive said, but production will not be greater than 1954 because of carry-over inventories. He added Emerson has had "unprecedented acceptance" for its portable air conditioner introduced recently.

Amana Steps Up

Amana Refrigeration, Inc., plans to increase freezer production in 1955 and will double output of room air conditioners, according to George C. Foerstner, executive vice president.

Amana's freezer volume doubled the previous year's sales during the last

quarter of 1954 which "proves that people will buy freezers throughout the year—when they are properly presented and sold," Foerstner said.

The executive said factory and distributor inventories were "very healthy and low" and "1955 probably will see a 10 to 20 percent increase in freezer industry volume."

Foerstner said he was not alarmed by the heavy inventory in air conditioners and Amana plans to double production. Amana's own inventory is light, he said.

"The situation is a healthier one this year," the official said, "because the air conditioner industry began 1954 without being aware of already high inventories. As a result the various manufacturers launched great over-production programs." This year, the industry is aware of inventories and can produce accordingly, he said.

Hotpoint Is Hot

Hotpoint Co. reported a 50 percent sales increase for the last half of 1954 compared to the last six months of 1953.

John F. McDaniel, vice president of marketing, said the year-long sales increase was 10 percent over 1953. He added this was almost three times the appliance industry sales increase.

Looking ahead, McDaniel said 1955 will be the most competitive year in the appliance industry since the war. He said Hotpoint, which is celebrating its 50th anniversary in 1955, is prepared for the competition with a complete new line of appliances, a new modern home laundry plant, and "the most comprehensive selling program ever undertaken by any appliance manufacturer."

The company is planning a \$5,000,000 sales activity in 1955 which will include a 60 day consumer contest with prizes of four complete houses, 50 all-electric kitchens and 5,000 Golden Anniversary appliances.



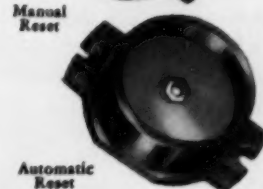
Motor Rebuilder Gives High Credit to KLIXON Protectors

CLEVELAND, OHIO: Mr. George Baumgardner, specialist for many years in fractional and industrial motor repair, gives credit to Klixon Protectors for reducing service problems.

"The application of a Klixon Inherent Overheat Protector, as applied by the motor manufacturer, is the best protection against motor burnouts due to overload and voltage conditions. During the past 25 years in business of repairing all types of motors, we believe that a Klixon Protected motor requires less service and repairs than those not protected."



Manual Reset



Automatic Reset

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

KLIXON
TRADE MARK REG. U. S. PAT. OFF.

METALS & CONTROLS CORPORATION
SPENCER THERMOSTAT DIVISION
2503 FOREST STREET, ATTLEBORO, MASS.

Half Millionth Antenna



RECEIVING THE half millionth Clear Beam antenna produced at the company's new Canoga Park, Calif., plant is the community's honorary mayor, Bob Burns, center. "Miss Canoga Park of 1954" makes the presentation with Harold Florence, Clear Beam president.

Have you seen these Adequate Wiring ads?

They mean sound sales for you... customers



Right now, there's a hot war going on — a fight for better wiring in America's more than 34 million inadequately wired homes.

Unfortunately, you — and every other appliance dealer in the country — are caught smack in the middle of it... because an inadequately wired home means sudden death to future appliance sales and profits!

Figure it for yourself! If your customers' homes have weak, inefficient wiring or too few outlets, they are not

in a position to buy from you the many appliances they want or need. Those who *do* buy may become *dissatisfied* customers through no fault of your own. An appliance simply cannot do its best work in an underwired home! You can see your own stake in the adequate wiring picture—many future dollars that your customers may never spend—unless something is done to promote healthy, full-powered wiring! Ads like the ones shown here, run by Kennecott in the pages of The Satur-

day Evening Post and This Week magazine, are helping to carry on the fight for better wiring at the national level. In order to make this crusade truly effective, you should promote adequate wiring where it will do *you* the most good—right in your own area!

Tie in with Kennecott! Send for FREE reprints and poster-sized blowups of current Kennecott national ads. Simply write Kennecott Copper Corporation, 161 East 42nd Street, New York 17, New York.



Kennecott Copper Corporation

Fabricating Subsidiaries: CHASE BRASS AND COPPER CO.; KENNECOTT WIRE AND CABLE CO.

[illegible]

They're showing old-fashioned "Tlickers" in so many homes these days!

Single Four Bright! Their Amazing, old at 75, are 7-8 days following the film in 94% of America's homes. What? Because the story of some family really is your guess, correct? There are no adult scenes, no sex, no hard-core electricity in the sense of any application, enough here brought to some adult!

Take your own home. It's 15% in your own home, and you can be sure the original viewing means any of the current market. Even if you have

a brand new, no-cable, no-cable, no-cable, it's not only not your question! For instance, it's not an advertisement in a family film.

But, maybe you bring it all at once, without the film. If you bring it in, you're getting up with your own electricity. You're making money of your own. You're making the most comfortable, comfortable time.

So, if you have the film, "Tlickers," don't bring it all. Take it away with your own electricity!

Look To Your Electricity!

1. If you have a cable, you can bring it all at once, without the film. If you bring it in, you're getting up with your own electricity. You're making money of your own. You're making the most comfortable, comfortable time.

2. If you have a cable, you can bring it all at once, without the film. If you bring it in, you're getting up with your own electricity. You're making money of your own. You're making the most comfortable, comfortable time.

3. If you have a cable, you can bring it all at once, without the film. If you bring it in, you're getting up with your own electricity. You're making money of your own. You're making the most comfortable, comfortable time.

Published for your information by

Kennecott
COPPER CORPORATION

© 1994 Kennecott Corporation
Copper Division, 1000 N. 10th St.,
Copper Center, AZ 85929

[illegible]

Why couldn't it do that before?

Before this happy day of something about it, her broiler saved this rare steak. But she couldn't broil her broiler for the first... it's one of the first ever made!

When, about, was this broiler? How enough electricity? The wiring in this day's house was not large enough to power her broiler, while her other appliances were running.

In other words, the lady's house was suffering from the electrical limitations that made it nearly impossible to operate, especially allowing her to enjoy other pleasures. Broiling kept her from other electrical necessities.

The chicken was a real old 1920s, not, not

plugged with these same electrical conditions. If your broiler is more than 10 years old, you can't broil it. Even if you are broiling a broiler, you may find it electrically safe to broil it, but the appliances you wish to use will not be able to do so.

One solution you find is to get more wire in your house. If it's completely good, you're putting in wire with these conditions. That's not your money in the bank. You're making for your broiler, not your broiler.

One broiler, "The Broiler" or "Broiler Wiring." Write now to Kennecott Copper Corporation, Dept. 111, Box 110, New York 10, N.Y.

HERE'S WHAT TO DO ABOUT YOUR WIREAGE!

Broiling is a safe, proven way to cook. But it's a proven electrical wiring problem.

It can save a broiler, not your money, all... it will save the broiler and the rest.

If you plan to buy a broiler, check the wireage. It's not safe to use a broiler with wireage in the house.

If you plan to buy a broiler, check the wireage. It's not safe to use a broiler with wireage in the house.

If you are going to broil, it's not a safe way to cook. It's not a safe way to cook. It's not a safe way to cook.

If you are going to broil, it's not a safe way to cook. It's not a safe way to cook. It's not a safe way to cook.

Broiling is a safe, proven way to cook. But it's a proven electrical wiring problem.

Published for your information by

Kennecott
COPPER CORPORATION

Advertising Information: Please contact Kennecott Corp., Kennecott Corp., 111, Box 110, New York 10, N.Y.

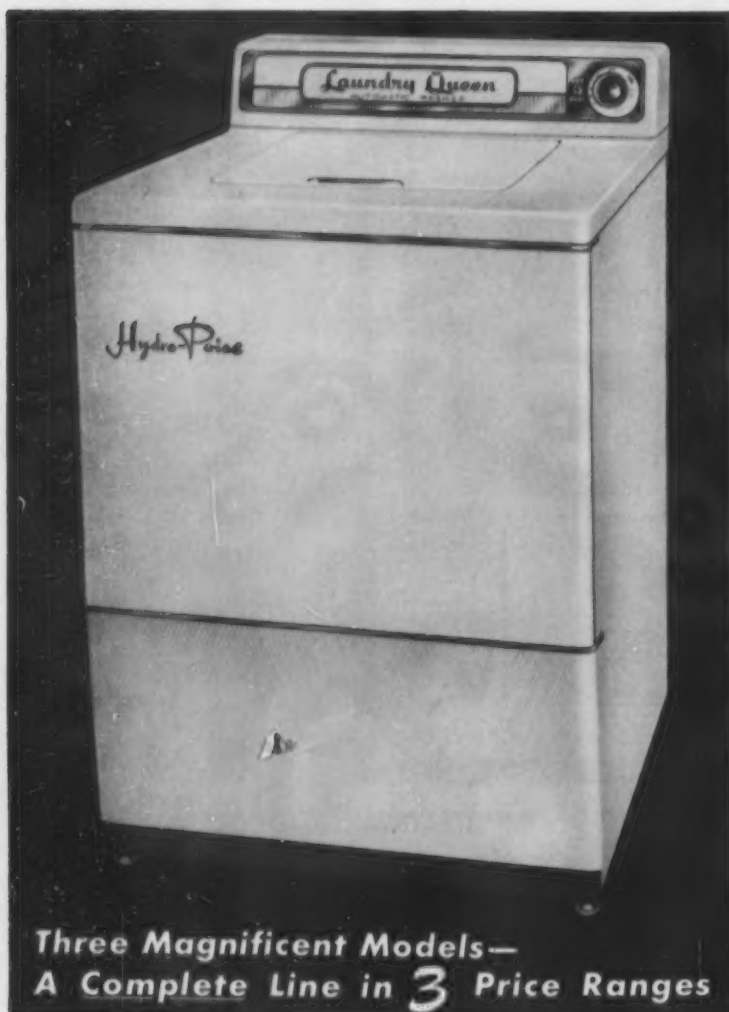
[illegible]

Kennecott's advertising
program will continue
to help you sell
more appliances
during 1955.

AUTOMATIC WASHER COMPANY offers



... the Full Profit Line



Three Magnificent Models—
A Complete Line in 3 Price Ranges

THE MASTERPIECE (illustrated)

America's finest. No other can compare. For those who want the very best.

THE DELUXE

More features! More profits!
Full automatic performance.

THE ALL-AMERICAN

Fully automatic and a
terrific traffic builder.

ALSO 3 KING SIZE WRINGER MODELS

Get facts. Write, wire or phone for complete
details of Laundry Queen's profit deal.

AUTOMATIC WASHER CO. • NEWTON, IOWA

An independent manufacturer of America's
highest quality home laundry equipment.

TELEVISION



SMILING OVER THE returns from 1954 and the prospects for 1955 are executives E. W. Gaughan, left, vice president and general sales manager, and L. G. Haggerty, Capehart president.

"Banner Year Ahead"

Capehart reports good 1954, sees even better 1955 as the "Big 5 in '55" theme is kicked off at three distributor meetings

Capehart television sales in 1954 "greatly exceeded" those of 1953, and vice president E. W. Gaughan says, "We confidently expect to see this upward trend for Capehart continue."

At distributor meetings in St. Louis, New York and Miami, Gaughan, who is also general sales manager, reported "phenomenal strides" in the sale of high fidelity equipment. "Capehart's 1954 unit sales were 380 percent of the 1953 figures, and we have every reason to believe that 1955 will be far greater," he said.

"In radio, Capehart performance was especially noteworthy," he said, "since we increased our 1954 sales in units and dollars while, unfortunately, the industry as a whole suffered a slight loss."

The sales executive concluded, "We confidently expect 1955 to be a banner year for Capehart, and all indications are that it will be the greatest year in Capehart history, far exceeding the outstanding performance of 1954."

Big 5 for '55. L. G. Haggerty, Capehart president, introduced the interim television line and the "Big 5 for '55" promotion theme which will be used in the company's advertising campaign. A retail television promotion will feature gardening gloves as a traffic-building giveaway and wrought-iron chairs as the sales closer.

At the meetings, three table models and one console model were introduced. All were 21-inch sets and ranged in price from \$179.95 to \$379.95.

A program for custom-built high fidelity and television combinations has been initiated by Capehart and

the Dunbar Furniture Corp. of Berne, Ind., distributors were told. The custom-built units will be marketed through both Capehart and Dunbar outlets throughout the United States.

Color television is being considered by Capehart, Gaughan said, and the company is planning to go into production of three large-screen color sets in June. One will be a table model. The vice president would not estimate prices, but said color sales "may surprise people" in the second half of the year.

At the New York meeting, General William H. Harrison, president of International Telephone and Telegraph Corp., parent company of Capehart-Farnsworth, spoke to distributors, assuring them IT&T had no plans to sell Capehart. The parent corporation recently sold Coolerator.

Continued Buying

American families in all income groups and in all parts of the country are continuing to buy TV sets, according to the Market Research Corp. of America.

Steady growth of TV ownership is reported in the group's latest study. By last October, 61 percent of all families owned one or more TV sets, a growth of three percentage points from 58 percent in July.

Among 28 geographic and family-characteristic groups, the increase was fairly uniform, Samuel G. Barton, president of the corporation, said. There, of course, is a slowed growth where ownership is already high.

Why MORE Dealers will Switch to Quaker in '55!

ANSWER: FOR THE SAME REASONS MORE DEALERS SWITCHED TO QUAKER IN '54

1. HIGHER NET PROFIT. Quaker has an out-of-this-world trade-in deal that protects your full profit. Again this year Quaker's fabulous trade-in sale will bring prospects into your store and you won't have to give away your shirt to close a deal. Quaker's generous factory trade-in plan protects your net. That's why it pays to switch to Quaker.

2. AMAZING HEATING EFFICIENCY. 67 years of heater leadership...67 years of specializing in the engineering of space heaters of every type has given the great Quaker line advantages that cannot be matched. Nothing... absolutely nothing...in the space heater field can out-perform, out-value, or give the lasting satisfaction of a Quaker. And no matter what the heating requirement may be, there's a Quaker model to fit the need. That's why it pays to switch to Quaker!

3. INCREASED VOLUME. It takes volume sales to make real money. Quaker makes your store heating headquarters in your community. How? By spending its national advertising dollars where they do the most good... in your town telling your neighbors that you have the best trade-in deal, the biggest value, the finest, trouble-free, heatingest space heater made. Quaker's local-level advertising brings prospects into your store. That's why it pays to switch to Quaker!

4. REAL SELLING HELP. Walk a prospect to a Quaker and you've made a sale! Quaker's ingenious, in-your-store merchandising literally speaks for itself! Points out every Quaker feature...explains every benefit...answers every question...develops the desire to own a Quaker...makes it easy to sell a Quaker. That's why it pays to switch to Quaker.



"I DIDN'T BELIEVE IT COULD BE DONE"

"We have more than doubled our heater sales over last year with the help of the Quaker promotions and the strong advertising support provided by Quaker"

R. E. Tunnel, Mgr.
QUINN-MILLER & STROUD
Pitt County's Most Modern Furniture Store
Greenville, N. C.



GET THE FACTS ON
WHY IT WILL PAY YOU TO...

SWITCH TO **Quaker** IN '55

SEND THIS COUPON TODAY!

QUAKER MANUFACTURING COMPANY

(Division of Florence Stove Company)
1147 Merchandise Mart—Chicago (54), Illinois
Please send us the Quaker deal for 1955 and literature on new Quaker line and name of nearest distributor.

Name _____ Please Print
Address _____ Please Print
City _____ State _____ Please Print

FRIGID

Here is the BIG NEWS for '55

• **THERMOSTATIC CONTROL**

... just set it and forget it!



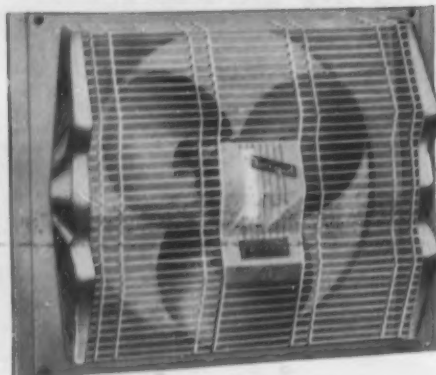
• **PUSH BUTTON**

Electrically Reversible

• **6 QUIET SPEEDS**

.. 3 Speeds Intake

.. 3 Speeds Exhaust



The Fan Sensation of the Industry
20" — ADJUSTABLE

FRIGID WINDOW FAN

Equipped with specially designed thermostatic control to provide automatic controlled comfort.

Designed by craftsmen, FRIGID fans are top quality ... proven performance ... dependable ... low cost.

and for '55 — *Capri*

WINDOW TYPE ROOM AIR CONDITIONERS



"COOLS!"
"HEATS!"

Designed for year round comfort

Automatic Thermostat; 2 speed Da-Nite cooling; Dehumidifier; exhausts stale air ... intake fresh, cool outside air; Double Size Filter for greater health protection; trouble free construction, 5 year warranty. U.I. and C.S.A. approved.

Send for complete 1955 illustrated catalogue which describes our complete line of WINDOW FANS, PEDESTAL, HASSECK, ATTIC, EXHAUST & INDUSTRIAL FANS, BLOWERS, SPRAY BOOTH FANS, SHUTTERS, AND CAPRI AIR-CONDITIONERS. Sold through leading jobbers.



ALL PRICED FOR EXTRA PROFITS

FRIGID INCORPORATED

128-168 32nd STREET, BROOKLYN 32, N. Y.



MOTOROLA PRESIDENT, Paul V. Galvin, at mike, announces the company's Las Vegas "Gold Rush" which will take 1,500 dealers to the gambling capital for a May vacation.

Las Vegas "Gold Rush"

Motorola launches a \$750,000 dealer incentive plan that features free vacations, Cadillacs and boots filled with silver dollars

This spring, some 1,500 Motorola dealers will get free four-day trips to Las Vegas and a chance to win prizes ranging from Cadillacs and mink capes to pairs of riding boots filled with silver dollars.

The giant "Gold Rush" contest was announced to distributors at their annual winter meeting in Chicago's Edgewater Beach Hotel. General sales manager, James E. Herbert, explained that every dealer is eligible for the trip. Single requirements is that he purchase an undisclosed number of television receivers during the first quarter of 1955.

The number of sets is not based on a quota or past performance by individual dealers. Rather, it is an arbitrary figure that Herbert says is no great strain on small dealers. Larger dealers, who normally purchase several times that amount, are entitled to send one man for each "X" quantity purchased.

The company estimates that about 300 dealers will make the Las Vegas trip each week in May. One day of each week will feature a series of contests of skill at which the winners will receive a variety of prizes. Total cost of the promotion: about \$750,000.

The dealers will stay at El Rancho Vegas, a hotel resort on the famous "strip", and will be furnished with ten gallon hats and other cowboy equipment plus a "grub stake" of silver dollars to test their luck at the gambling casinos.

Everybody Wins. Motorola figures this is one contest that makes everybody a winner. The dealers get free vacations, the distributors sell more merchandise and the manufacturer boosts his first quarter sales, traditionally slower than the rest of the

year. But there's more to it than that.

The promotion provides Motorola with a built-in distribution control. Distributors have a say in the "mix" of types and sizes of sets ordered by their dealers, so that models the factory wants to push can be pretty well controlled. The same principle applies to geographical areas.

Herbert says that the promotion amounts to a restocking program that will help maintain factory quotas and, he hopes, stabilize employment at Motorola plants. The company's first quarter goal is far above last year's which was, admittedly, too low. Production, thus far, is about 50 percent ahead of the same period last year.

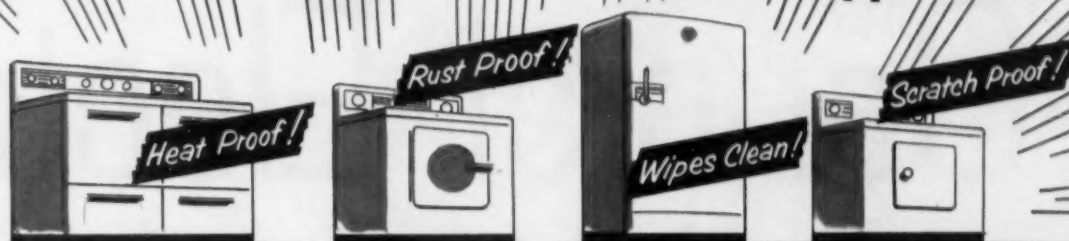
TV: Big Business

For a young industry, television has become big business fast. The 33,500,000 TV sets now in use represent a cost-to-consumer of \$13.5 billion.

Television Factbook reports that cumulative factory sales of \$6,451,000,000 have been made during the nine years of television's history. Projected to a retail level, this would be \$9 billion for the sets. The Factbook adds an estimated \$2 billion for servicing, \$1.5 billion for components and antennas, \$435 million for picture tube replacements, and \$518 million for receiving tube replacements.

On the telecasting side, the new Factbook estimates \$900 million was spent by advertisers during 1954, a huge jump from 1946 when revenues were estimated at about \$500,000. In 1955, the figure is expected to reach \$1.3 billion.

The world's **FINEST FINISH** for appliances



Genuine **PORCELAIN ENAMEL**



The **POPULARITY** of Porcelain Enamel
*makes your selling **EASIER!***

The customer-demand for greater beauty and longer life of appliances makes it easier for you to sell products finished in genuine Porcelain Enamel. This superb finish is popular because housewives know from experience that it remains new-looking for years, with a minimum of care and attention. And that is why progressive appliance manufacturers are constantly expand-

ing their use of Porcelain Enamel.

You can attract and hold the attention of your customers with simple, convincing demonstrations, using readily-available materials—a match book, a coin, a lipstick.

Write for free literature and information on sales helps and demonstration kit. Use the coupon below.



THIS LABEL identifies genuine Porcelain Enamel Surfaces on appliances and other products.

This message sponsored by the Frit Division of the
PORCELAIN ENAMEL INSTITUTE, INC.

Associations Building, 1145 Nineteenth St., N. W. Washington 6, D.C.

PORCELAIN ENAMEL INSTITUTE, INC.
Associations Building, 1145 Nineteenth St., N.W., Washington 6, D.C.
(Check items desired)

Please send me information about:

- ☐ Demonstration Kit
☐ Slide Film

Please send me a free copy of:

- ☐ "Selling Facts about Porcelain Enamel"
☐ "Prove for Yourself..." Booklet

Name _____

Company _____

Address _____

Here's a dishwasher you can sell

General Electric's "Mobile-Maid"



The one dishwasher with all the answers!

Guaranteed to wash dishes easier, faster, cleaner than by hand!

No installation headaches . . . snaps on and off any kitchen faucet! Completely portable . . . stores anywhere!

Can be easily demonstrated in store or home!

Same high quality and capacity as plumbed-in models!

Priced to fit the smallest budgets!

Smart, handsome, and solidly constructed . . . you'll be proud to demonstrate it to your customers.

AND NOW THE BIG PLUS !!

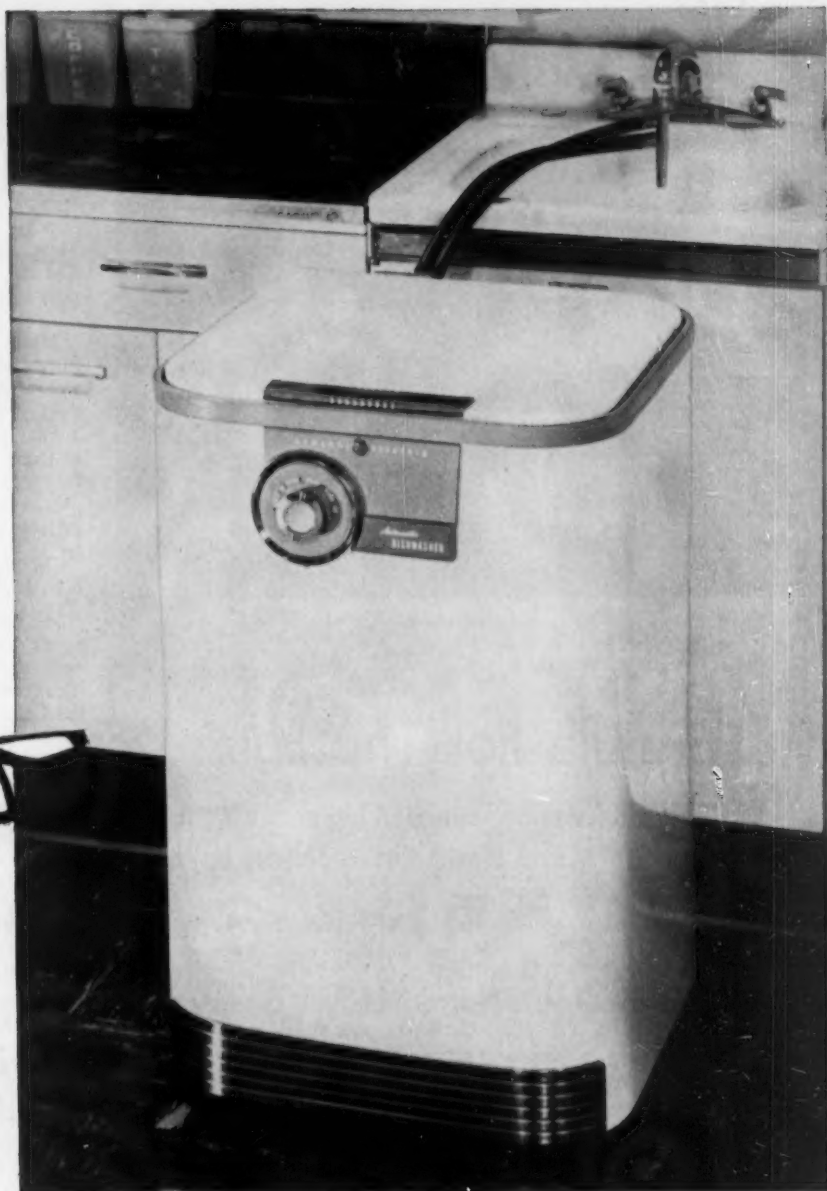
Biggest advertising campaign in dishwasher history is creating pre-sold customers for you!

Two-page spreads in *Look* magazine month after month the whole year through!

Hard-hitting "Mobile-Maid" promotions available to you all year round! General Electric Company, Dishwasher and Disposall Dept., Appliance Park, Louisville 1, Kentucky.

...in volume!

new



Cleaner than normal hand-washing . . . washes and rinses twice! No hand-rinsing necessary . . . glasses, dishes, silver . . . even pots and pans . . . all come sparkling clean—sanitized!



Full-size capacity . . . roomier than most plumbed-in models . . . room for all the dishes an average family of four would use in a day! Compact design, stores easily when not in use.



No installation worries with G.E.'s famous "Unicouple" connector . . . snaps on and off the kitchen faucet in a wink! "Mobile-Maid," like a toaster, plugs into any 115-volt outlet!

GENERAL  ELECTRIC



HAPPY OVER the market reception given the Granco "Music Hall" FM set is the firm's sales manager, Irwin B. Green.

FM: Formula For The Future

Granco Products announces "big success" for its newly introduced "Music Hall" FM receiver, a "high-quality" set selling for \$29.95

"FM is the future for radio." That's the conviction of Granco Products Inc. And they hope to sell 100,000 FM radios in 1955 to prove it.

The two-year-old electronics company introduced the Granco "Music Hall" FM-only set in mid-December under a \$29.95 price tag. "Early sales exceed our fondest expectations," announced Irwin B. Green, sales manager.

A key factor in the set's enthusiastic reception is its low price, Green thinks. The "Music Hall" price is far below most AM-FM and FM-only sets on the market.

"Price and price only, has heretofore stood in the way of greater FM acceptance," Green said.

Unlike most sets on the market, the Granco unit uses a coaxial tuner. Most sets use a condenser tuner, which, according to Green, is susceptible to "station drift" because the condenser is affected by heat. The Granco set is "drift-free" and provides "high quality FM," the sales executive said.

Market Test. Granco paved the way for marketing the set with a survey of 250 FM station managers last August. On the basis of the responses from these field experts, the company, which started as a UHF converter manufacturer, completed its plans for entry into the FM radio field.

In October, just before national distribution was launched, the company sent sample sets to the FM broadcasters who had helped in the market survey. This gesture resulted in wide-spread endorsement and word-of-mouth promotion for the receiver.

The set made its official debut in

December and during the past month the unit has been introduced by major department stores in nine key markets—Boston, New York, Philadelphia, Washington-Baltimore, Detroit, Cleveland, Chicago, Los Angeles and San Francisco.

Besides its low price, the set has

Transparent TV



A RADICAL flat, transparent television picture tube has been developed by Willys Motors, Inc. for use in Navy aircraft. Willys officials say, however, that the tube can be made in any size and could be used for color TV, thus opening possible commercial applications for the tube. The development does not use a light amplification process which most observers have thought to be the key to picture-on-the-wall TV, but instead uses a new deflection process of beaming the picture on the tube face.

the advantage of being a compact unit, according to Green. "We have achieved strictly packaged merchandise," he said. "The dealer sells the 'Music Hall' over the counter, in a compact carton, ready to be plugged into any outlet . . . the built-in antenna does away with the bother and expense of the usual FM antenna. The sensitivity is so great that this FM set operates in fringe areas and poor-signal locations where most radio sets do not work."

FM Come-back. Green sees a big future for FM in metropolitan areas where increasing static is being created by fluorescent lights, oil burners, appliances, motors and near-by shops and offices. But he also sees a bright future for FM across the country, partly because AM programming is getting worse and FM is getting better.

"We think FM may revive radio-listening exactly the way wide-screens, color and super-sound have revived movie-going," Green said. "When we note that leading AM programs are broadcast simultaneously on FM, and that the strictly FM programs are added to the choice, it is safe to say that an FM set provides two to three times the enjoyment and enlightenment of AM radio."

Green added that the current interest in hi fi "will do much to bring FM back." The sales executive noted that 25,000,000 homes could receive FM if they had FM sets, so "we have a 25,000,000 home market to shoot at," concludes Green.

Television Briefs

• Color will have a slow pace this year, but will "burst into prominence in the last quarter of 1955," accord-

New Spartan



SHOWING THE NEW Spring line of Sparton TV sets is Don F. Miersch, general sales manager. He introduced the 26 models in the new array at a meeting of 84 fieldmen in Jackson, Mich., recently.

ing to Henry F. Argento, vice president of Raytheon Mfg. Co.

• CBS-Hytron announces it concluded manufacture of its round color tube in December and is concentrating on engineering the 22-inch rectangular color tube which will be shown to the industry soon.

• General Electric has announced "an important new development in color TV broadcasting equipment" which assures a sharp monochrome picture on home black and white sets even when the program is telecast in color.

• A custom-made line of DuMont 21-inch TV receivers is being offered for limited sales in the New York and New Jersey markets. The "Signature" series ranges in price from \$500 to \$1500.

• Mutual patent licensing agreements have been concluded between the International Telephone and Telegraph Corp. and RCA and between RCA and Admiral Corp.

• Magnavox has introduced mobility into its new television line with a movable TV table. It can be rotated to be viewed from any angle and can be rolled from room to room.

• Raytheon reports one of the largest shipments of TV sets ever made to a Latin American country. The firm has shipped 5,000 "Challenger" sets to the government of Columbia.

• Color television has been used for inter-city consultation and diagnosis of disease, RCA reports. Chromatic Television Laboratories, meanwhile, has announced the development of multi-color radar which has wide-spread commercial application.

• Arvin Industries has scheduled its annual national radio and television convention at Estes Park, Colorado, in mid-July. Distributor salesmen who win the sales contest ending March 31st will receive free trips to the convention.

RCA Tube Program

RCA has scheduled a year-long advertising push for TV tubes, according to Douglas Y. Smith, vice president and general manager of the tube division.

The campaign will use double-page, single-page and half-page ads in Life and TV Guide magazines to promote the neighborhood RCA service dealer, according to Smith.

The drive will be supported by periodic commercials on the "Sid Caesar TV show" and the NBC color spectacular, "Producers' Showcase," and on five network radio programs. Local radio and TV spots will complement the drive in five major TV markets.

Cuts To Stay

RCA Victor has guaranteed that its new, low prices on classical and popular records will continue at least until July 31.

Emanuel Sacks, vice president and general manager of the division, assured 53 distributors that present distributor prices will be retained. He said sales of classical records through February 3 revealed a 100 percent increase in sales volume and a 32 percent jump in dollar-volume. He predicted further increases as a result of RCA's new advertising campaign.

Foreign TV

Television is coming of age in foreign countries, reports compiled by McGraw-Hill World News indicate.

In Germany, the young industry is making rapid progress and 1955 output will reach an estimated 400,000 sets. This would mean almost triple 1954 production, which in turn

tripled 1953 output. Exports accounted for part of the increase with the percentage rising from 6.5 percent in 1953 to 12 percent in 1954.

In France, three new commercial stations have gone on the air. The three are located in Saarbrücken, near Luxembourg, and near Monte Carlo. One problem facing new French stations: European TV receivers are usually made to receive only one station. New stations must promote converting sets, which costs from \$15 to \$50 for each band added.

Russia, too, is joining the TV act with announced plans for large-scale expansion. New stations are reported under construction in four cities and three more are planned but not yet started. Until last year, only Moscow had a station.

Canada now has an estimated 820,000 homes with TV, or 22 percent of the country's households. Every province had some sets, but the bulk were in Ontario and Quebec.

Color Prediction

Sales of color television sets in 1955 will not exceed five percent of the total TV picture, according to the estimates of DuMont executives.

William H. Kelley, vice president and general manager, said, "A total figure for the year of between 150,000 and 200,000 sets seems feasible." He added that if "the industry sells over 100,000 color sets in 1955 they will do over 80 percent during the last six months of the year."

In a Los Angeles speech, Dr. Allen B. DuMont predicted electronic automobile highways and even automatic education by electronics. He said the country would be producing \$20,000,000,000 worth of electronic goods a year by 1970.

Sew-It-Yourself



SEWING COURSES for all customers of Pfaff dealers in Chicago are offered at a new sewing center recently opened in downtown Chicago. Early enrollment was termed "only slightly short of overwhelming" by A. C. Weber, president of the A. C. Weber Co., western distributor for Pfaff sewing machines.

36TH ANNIVERSARY NEW Andrea TV CUSTOM 21 SERIES



GREATER PROFITS

Andrea's realistic pricing and discount policies enable you to handle today's trade-in and shopping customers profitably. Assignment of adequate and exclusive territories to each dealer, without ruinous competition from the same line, insures you the type of profit you deserve.



CUSTOM-QUALITY

Andrea's custom-quality TV practically eliminates service expense. Advanced new styling and features appeal instantly to consumers. Now you can sell Andrea for almost the same price as ordinary sets. Yet, you'll be selling one of the highest quality TV sets.



TROUBLE-FREE

Independent Surveys show Andrea television receivers average less than one service call per year—the lowest incidence of service in the TV Industry. Let us show you how Andrea can get you out of today's television dilemma.

CHECK THESE FEATURES: "Custom 21" chassis with front controls... Full service power transformer... Wood cabinets of genuine mahogany veneers... Giant 90 degree aluminized picture tube... Removable front panel safety glass... All-channel guided signal cascade tuner.

TRADE-UP TO ANDREA AND TUNE-IN PROFITS

Andrea Television

27-01 BRIDGE PLAZA NORTH—LONG ISLAND CITY



EASY TEMPERATURE CONTROL is one of the features of Permaglas' new deluxe water heater which has been restyled, and colored, for use in recreation-room, kitchen and utility-rooms.

"Dior-Look" Lifts Heaters

Fashion's "H-line" and color are applied to the drab old water heater as Permaglas brings out a new model designed to be seen

A. O. Smith's Permaglas division has introduced a water heater in rectangular, aqua-colored package designed to fit pleasingly into basement playroom or kitchen-utility room.

The new model, which was unveiled for 400 distributor personnel at Kankakee, Ill. on Feb. 24, also has

an eye-level temperature control knob for easy heat selection.

The new deluxe unit, which officials say was re-designed at a cost of almost \$750,000, has an aqua-colored front panel, white sides and copper trim.

Inside the square frame of the heater is a standard cylindrical tank. The electric heater features a new wrap-around heating element which is fully flexible and can be replaced in minutes.

The new "Eye-Hi" temperature control moves the switch up into easy reach of the housewife. Three settings are included: warm for 120 degree water, normal, 140 degrees, and hot, 165 degrees.

Company executives predicted a big year for A. O. Smith's Permaglas division with the deluxe model leading the way. Officials noted that Permaglas now sells one out of every six units in the industry and 1954 sales were nearly 25 percent ahead of 1953.

R. J. Shepherd, sales manager, said 1955 models will be priced about 3.3 percent higher than 1954 units. Waldo W. Higgins, director of engineering, said that while restyling has been limited to the deluxe models, several engineering improvements have been made in the standard cylindrical white units which will be kept in the line.

Color Guard



NEW PERSONALITY for the Proctor Electric Co. is the "Color Guard" character shown here with president Walter M. Schwartz, Jr. The live figure is the symbol for the "color guard" thermostatic control featured in Proctor toasters.

Tough On Discounters

That's the policy of the new Du-Wal company, producer of electric skillets, griddles and sauce pans, at it launches distribution

A tight distributor agreement—termed an "insurance policy" for distributors and dealers—is the first step of Du-Wal, Inc. to guarantee discount-free distribution of its products.

The new company, spark-plugged by Robert Dusek, president, Thomas E. Wall, vice president, and Fred Scott, general sales manager, is anxious to keep its new electric skillet, griddle and sauce pan out of the hands of discounters.

So the executives, who were formerly the top brass of Dulane, Inc., manufacturers of the original "Fry-ryte" deep-fryer, have guaranteed distributors an exclusive area.

In return, distributors agree not to trans-ship Du-Wal products, and to maintain company-set prices to dealers.

Officials call the policy a "new concept in merchandising" that will "aid in the relief of the chaotic conditions now existing in the billion dollar electrical housewares business."

Under the Du-Wal plan, a distributor may undertake to service the entire distributing area or that portion which he is best able to cover according to actual sales projections based on E. H. I., officials said.

Du-Wal distributors are required to maintain a 90 day inventory supply to assure dealers prompt deliveries at all times. The company will not appoint additional distributors in any marketing area unless the incumbent distributor feels he cannot or does not handle all categories of trade, the executives said. Should a market situa-

tion necessitate multiple distributors, all appointments will be made with the full knowledge of all parties concerned.

"It is easy to see how this policy will operate to the mutual benefit and protection of both the distributor and his dealers," officials said.

President Dusek was formerly president and founder of Dulane, Inc., and Wall was former vice president in charge of merchandising of that firm. Scott previously was regional sales manager of Dulane.

Steam Iron Tonic

A young New York chemist has begun marketing a "steam iron cleaner" which after only three months on the market shows "good indications" of being a success.

That's the opinion of the chemist, Jack Fast, head of Fast Chemical Products Corp., 94-16 34th Road, Jackson Heights 12, N. Y., who has begun distributing his product in a half dozen major cities. According to Fast, at least one steam iron manufacturer and several small appliance repair firms have tried out his "SSS-T" and have found it does an effective job of removing clogging scale inside steam irons. The product is non-acid and non-caustic. A bottle of the concentrate contains a full year's supply (enough for four treatments).

Fast is attempting to broaden his distribution of the product and some distributorships are available.

Planning Made Easy



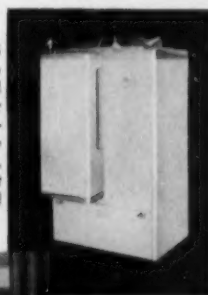
"3-D" WILL HELP Crosley dealers sell and plan kitchens. Allen Ahrens, left, in charge of the kitchen department for Modern Distributors Co., shows Fred Reddert, a Cincinnati Crosley dealer, a kitchen model fashioned from units contained in the company's new planning kit.

Here's why you should handle the quality line of air conditioning and refrigeration



York Craftsmanship... we call it *Yorkmanship*... has made York products the quality standard of the industry. Now, more than ever before, it's important for you to take the quality road to air conditioning and refrigeration profits. Buyers have become more discriminating. Even if you handle a price line, you ought to have the *quality leader*.

The 1955
Yorkaire
Year-Round
Residential Air
Conditioner—
a beautifully
engineered unit.
Makes you best
in the field!



Here are five of the many reasons why your business will grow with the Quality Name in Air Conditioning and Refrigeration:

- Over 70 years of leadership in developing product feature "firsts."
- World's largest storehouse of Air Conditioning and Refrigeration know-how.
- Two factories manufacturing complete lines.
- The industry's most modern research laboratory.
- An experienced distributor to help you get the most of a billion-dollar market.

Yorkmanship combined with *Salesmanship* has produced a powerful new program to push sales of the nation's finest line of air conditioning and refrigeration appliances. Act now. Put *Yorkmanship* to work for you. Get an early start by using this coupon today!



Yorkaire Room Conditioners for 1955 have the features which have made York Quality famous—and more!

YORK CORPORATION, York, Pennsylvania
Commercial Division
Gentlemen:

Please send me complete information and merchandising plans on the products checked:

- | | |
|----------------------------------------------------------------|-------------------------------------------------------------|
| Yorkaire Room Conditioners <input type="checkbox"/> | Yorkaire Store Conditioners <input type="checkbox"/> |
| Automatic Ice Cube Makers <input type="checkbox"/> | York Condensing Units <input type="checkbox"/> |
| Unit Coolers <input type="checkbox"/> | York-Flak Ice Automatic Ice Makers <input type="checkbox"/> |
| Yorkaire Residential Air Conditioners <input type="checkbox"/> | |

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____



the quality name in air conditioning and refrigeration

HEADQUARTERS FOR MECHANICAL COOLING SINCE 1885



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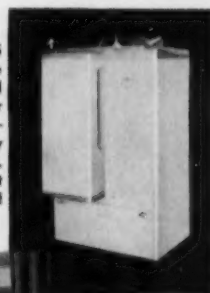
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NAME _____

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ADDRESS _____

CITY _____

ZONE _____

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YORK CORPORATION

the quality name in air conditioning and refrigeration

HEADQUARTERS FOR MECHANICAL COOLING SINCE 1885



*The dealer who
creates a
beautiful kitchen
like this—*



*doesn't have to
cut prices...
not even on
the appliances.*

Write for particulars
on factory design
service, sales
training program,
and franchise
particulars on
America's leading
line of hardwood
kitchens.

MUTSCHLER BROTHERS COMPANY
Nappanee, Indiana



Downtown Fights Back

In Denver, downtown merchants—including six appliance outlets—wage an aggressive and successful campaign against competition from suburbs

Developing an aggressive campaign against the newly-developed competition of outlying suburban shopping centers has brought sharp increases in volume for appliance stores located in downtown Denver, Colorado, during the past six months.

Six long-established appliance stores, all located in the downtown district have all felt the "pinch" brought about by extreme congestion, lack of parking space, and the installation of parking meters. When, in mid-1954, a group of merchants convened to "do something about it" and formed the "Downtown Merchants Association," LeMoine's, Denver Appliance Company, Daniels & Fisher, Denver Drygoods Company, the May Company and Modern Appliance Company were quick to join up.

Under the plan, the undeniable nuisances associated with downtown shopping have been, at least to some extent, offset by cooperative special sales, extra values for the customer and constant emphasis on the slogan that the downtown shopping district has more to offer in price, selection, delivery service and other conveniences. To this end, each appliance store is featuring the slogan "Downtown Has Everything" in the form of window cards, inserts in newspaper advertising, inclusion in direct mail and other media.

The appliance stores likewise cooperated in the decorating of downtown Denver's busy 16th street with Christmas decorations which followed a Mother Goose theme for 1954, in-

stead of the traditional wreaths and religious figures. Here, an unexpected advantage was derived for the figures released a storm of protest and pro-and-con discussion, which brought many thousands of additional people daily into the downtown district. All members were delighted inasmuch as whether the public liked the controversial display or not, "everybody came down to look at it."

Sales increases through 1954 ranged from 10% to 40% in the Denver appliance stores, graphic proof that a "fighting stand" on the problem of the development of suburban shopping centers can bear profitable fruit.

Women Aren't Home

The number of women working in the United States is near an all-time high. For the appliance dealer the importance is obvious: new appliances mean less time on household chores.

For the first time, women are employed in each of the 446 occupations reported by the Census Bureau. The number of women in domestic jobs, however, is lower than ever.

From 1940 to 1950, the number of women holding jobs increased 41 percent. But the number of household employees dropped one-fifth. The number of housekeepers and laundresses dropped 63 percent.

Experts conclude that working couples are increasingly willing to spend money for labor-saving appliances for the home.

Mr. Hotpoint—1954








RECEIVING CONGRATULATIONS as "Mr. Hotpoint of America—1954" is I. M. Hilliard, left, distributor salesman for General Electric Supply Co., Miami. Hotpoint vice president John F. McDaniel, right, presented Hilliard with a 1954 Cadillac. Eleven other winners were awarded Buick Riveras.

STOP!

ONLY
Capehart
HAS ALL 5

**THE BIG SELLING FEATURES
THAT MEAN SALES AND SALES
FOR YOU IN '55!**

-  1. **SALES-MAKING EXCLUSIVE CAPEHART POLAROID®**
Picture Filter System that gives unequalled "eye-comfort" viewing.
-  2. **SALES-MAKING SYMPHONIC TONE**
"Speaking Picture" . . . Tri-Fi® Sound
Reproduction.
-  3. **SALES-MAKING CLUSTER CONTROLS**
For quick, easy, exact tuning.
-  4. **SALES-MAKING DUAL TONE CONTROL**
Separate bass and treble controls for
wide-range tone response.
-  5. **SALES-MAKING NEW COMET CHASSIS**
Power and performance "out of this world".

STOP EVERYTHING!
SELL THE BIGGER-THAN-EVER BIG-PROFIT
LINE FOR '55 — CAPEHART!

JOIN UP NOW!

See the CAPEHART distributor for your
territory or write Fort Wayne for dealer
franchise details and IT&T Finance Plan.

CAPEHART-FARNSWORTH COMPANY
Fort Wayne 1, Indiana
A Division of International Telephone and Telegraph Corporation

LUXURY TV! ▶

The **JUPITER** (Model 22C215MD). Exclusive
Capehart Polaroid® Picture Filter System with
21-inch aluminized tube for "easy-on-the-eyes"
viewing. Tri-Fi® 3-Speaker Sound Reproduction
for High Fidelity listening. Capehart Dualtone
Control and Cluster Tuning Controls. With "All-
Channel" Tuner at slightly higher cost.

\$339⁹⁵**
(In mahogany)



PRICE LEADER!

The **MERCURY** (Model 24T215BNL). Front
mounted speaker. 21-inch aluminized pic-
ture tube. Handsome leatherette cabinet.

ONLY **\$179⁹⁵****
(Legs extra)



SENSATIONAL!

The **VENUS** (Model 23T215BD).
3 Speakers. Exclusive Capehart
Polaroid® Picture Filter with 21-
inch aluminized tube for "easy-
on-the-eyes" viewing. Cluster
Tuning Controls and Dualtone
Control. With "All-Channel"
Tuner at slightly higher cost.

\$309⁹⁵**
(In bisque—legs extra)



® By Polaroid Corporation.

* Registered by Capehart-Farnsworth Company.

** Suggested retail price. Prices slightly higher in the South and West.

stack
up
sales

Comfort Line's NEW M-F stool

(MULTI-FUNCTION) KITCHENS ETC.

JOBBER AND
DISTRIBUTOR
INQUIRIES
INVITED

\$2.89
RETAIL

Slightly higher in Zone 2

EASILY
STACKED

Black non-chip finish
on steel tubing *
Terrifically strong rubber
capped legs * Uphol-
stered in washable
plastic in Pink, Grey
or Yellow.

Promotionally Priced for Big Sales!
PROMPT DELIVERY



Comfort Lines Inc.

1735 West Diversey, Chicago 14, Ill.



A "Bear" Is Optimistic

Carrier's Cloud Wampler, admitting that he has been called a pessimist on room air conditioning, foresees a gradual increase in sales for the year ahead

A "gradual increase" in room air conditioner sales and a sharp rise in sales of central home air conditioning equipment is the prediction of Carrier president Cloud Wampler for 1955.

Addressing a press luncheon in New York in mid-January, Wampler called last year's room air conditioner market a "mess" and said that Carrier had not been a participant in its "deals" and "gimmicks". He said Carrier had been conservative in its 1954 production and had a "financial condition which enables us to carry any inventories that need to be carried." Wampler laid last year's troubles to a milder than usual summer, a mild decline in the national economy, and the presence of too many firms in the room air conditioner business. Retail sales in 1954 were in the neighborhood of 900,000 units, he said; this was about the same as in 1953. In 1955 he expects the industry to sell 1.1 million units.

Wampler spent some time in defining his attitude toward the room air conditioning business, admitting that he had been accused of being "unduly bearish" with respect to the product. He said that essentially his position was that the room air conditioner does not "provide the best in air conditioning" but that such units "certainly have their place"—specifically in apartments and in some private homes.

Introduced at the meeting was a new central unit which can be used in homes now heated by hot water or steam, floor furnaces or space heat-

ers. Since such homes lack a central duct system, few have been air conditioned through conversion units. Carrier is now marketing a "Summer Weathermaker" which consists of a unit not much larger than a room air conditioner which is installed with minimum ductwork inside the home and is connected to a refrigerating package using no water and located out of doors.

In 1954 the industry sold 75,000 central units for the home, a gain of 50,000 units over 1953. For 1955 Wampler believes the figure will rise to 125,000. Overall industry volume on all products will rise to \$2.25 billion at retail (as compared to \$2 billion last year.)

Unique Drive

Two fan makers, Gilbert and Westinghouse, are working together with Hyland Electric Co., Chicago distributor, to put over the high velocity fan story with dealers in the Chicago territory.

It is believed that this is the first time that two product stories have been told together in an experiment to develop a test pattern for the country.

Dinner meetings, which incorporate visual demonstrations and movies on the products have been held about Chicago and dealers signing up for a sample fan are getting listing in the advertising break in the Chicago Tribune. They also get June 10 dating plans.

SELL **duratub**
WITH EVERY AUTOMATIC WASHER!



appliance-styled
LAUNDRY TUB

The Perfect Match for Home Laundry Equipment

duratub sells fast and easy — just as necessary as the automatic washer. Nationally advertised, women everywhere know it's ideal with suds-saver washers, or for use as washing sink when not in use with washer. They know these features, too:

- White baked enamel finish on zinc coated steel, stainless trim
- Fiberglass* tub — 20-gallon capacity, won't crack, chip, stain mar or dent
- Large soap storage compartment, for even giant-size packages
- Handidrain overflow tube eliminates need for double tubs
- Top cover provides extra counter workspace

An easy-to-sell profit maker, it pays you to write for details of

duratub

Reg. T.M. (the original, fastest-selling Fiberglass laundry tub)

E. L. MUSTEE & SONS, INC. • 6911 Lorain Ave. • Cleveland 2, Ohio

Thor's Colors



SHOWING THE new line of Thor automatic washers and dryers is Thomas Chadwick, left, general sales manager. Thomas French, Peaslee-Gaulbert, Thor distributor for Louisville, Ky., hears about the featured copper and color models with tops in "Sea Foam Green," "Desert Sand" and traditional white.

Customers who want a

REALLY MODERN

modern kitchen won't settle for less than the most

refrigerator feature...and only SERVEL has it!



Model 1249C

THE AUTOMATIC ICE-MAKER

Makes Ice Cubes without trays and puts them in a basket...automatically! Fills...refills itself...shuts itself off when the basket is filled! No messy Ice Trays to fill...spill...or refill...ever!



3 appliances in 1
REFRIGERATOR • FREEZER
AUTOMATIC ICE-MAKER
plus
• Automatic Defrost
• Giant 70-lb. freezer compartment
• Butter Keeper • Door Shelves

DEMONSTRATE IT! It's the industry's biggest exclusive sales closer!

SERVEL



Refrigerators



Home Freezers



Room Air Conditioners



"Electric Wonderbar"



Water Heaters

Servel

GAS OR ELECTRIC
REFRIGERATORS

The name to watch for great advances in
REFRIGERATION and AIR CONDITIONING

SERVEL Inc., Evansville 20, Indiana

What have you got against MONEY?

MAYBE you just happen to hate money. Maybe you're in business for your health. Maybe *that's* the reason you're not in the booming kitchen business in a big way . . . as a franchised BEAUTYCRAFT distributor.

Our distributors have to *like* money . . . because, with the 1955 BEAUTYCRAFT line, they've got it made!

KITCHENS ARE BIG BUSINESS

You'll find plenty of proof in this special issue, and everywhere else you turn . . . kitchen sales are growing like Jack's fabled beanstalk. Yet 90% of the vast market for modern kitchens remains to be sold. Millions of dollars in kitchen *profits* are ready and waiting to be earned. What are you waiting for?

A LINE WITH A PLAN

Maybe you're holding back because you've already tried selling kitchens . . . with the *wrong* kitchen line. But don't let that stop you from selling the *right* one . . . the only line that has a *complete selling plan*, the only plan that gives you all the answers!

The BEAUTYCRAFT line has all the steel styling and *color*, all the *built-in* equipment features, all the *decorative* extras today's kitchen buyer demands.

The BEAUTYCRAFT plan, evolved from our 17 years' experience in the specialized kitchen field, has everything you could want: A product of greatest provable value, designed for maximum consumer appeal, engineered for most practical use, with more features per cabinet and more features per kitchen, many of them exclusive . . . distribution through selected distributors, with protected franchises, who are trained by us as kitchen *specialists* . . . profit protection for our distributors and dealers . . . direct A-to-Z sales training of dealer personnel . . . sound advertising and merchandising support.

WE DON'T SELL YOU!

We show your customers how to sell kitchens . . . then they buy from you and you from us. So, if you have no objection to money, start making it with BEAUTYCRAFT. The opportunity is available now to a few *qualified* distributors. Call, wire or write without delay!



"Easy" Money in Canada

Appliance dealers are expected to profit from the Dominion's newly instituted easy-money policy on loans for home improvement and house-building

A new policy of "easy" loans for both new house-building and home improvements is expected to stimulate appliance business in Canada during the coming year.

New home improvement rules, which went into effect February 1, allow owners to borrow on a simple promissory note for almost any improvement purpose.

Appliance dealers should have a clear shot at equipment financed under these regulations since the loans are available only to owners of homes or small apartments who are occupying space in the building. Owners of single houses can borrow up to \$2500 and apartment owners (up to four apartments in the building) can borrow \$6250.

Maturities range from three years (on borrowing up to \$1250) to five years for any higher amount. Interest is set at a maximum of 5.5 percent. Lending institutions get a limited repayment guarantee by the Government's Central Mortgage and Housing Corp.

Spur from Building. Additional appliance business is expected from increased home building rate which Canadian government officials now foresee. Last year Canadians spent about \$1½ billion on new homes. Somewhere between 104,000 and 108,000 homes were completed last year and officials say "it is difficult to imagine anything but an increase in completions for 1955."

Last year Canadians installed about \$70 million worth of new appliances in new homes and this figure should

be topped in 1955 because of the stepped up building rate.

Changes in the National Housing Act will leave the average house-buyer with more money for appliances since down payments and monthly payments have been reduced, the loan ceiling has been increased and the amortization limit extended to 25 years.

Delighted Or Else

"Completely delighted" with the purchase or your money back: that's the guarantee of Cleveland Electric Illuminating Co. on twelve brands of electric dryers purchased by its customers between Feb. 10 and March 31. The new promotion, believed first for a non-merchandising utility, is aimed at topping the more than 15,000 dryers purchased last year. Besides increasing this all-time high, the drive aims to expand the present 7 to 3 margin over gas dryers.

Cooperating with the program are 12 distributors and some 500 appliance dealers in Cleveland and the four-county northeast Ohio region. The 12 participating brands are ABC, Bendix, Easy, Frigidaire, General Electric, Hotpoint, Kelvinator, Kenmore, Maytag, Norge, Westinghouse and Whirlpool.

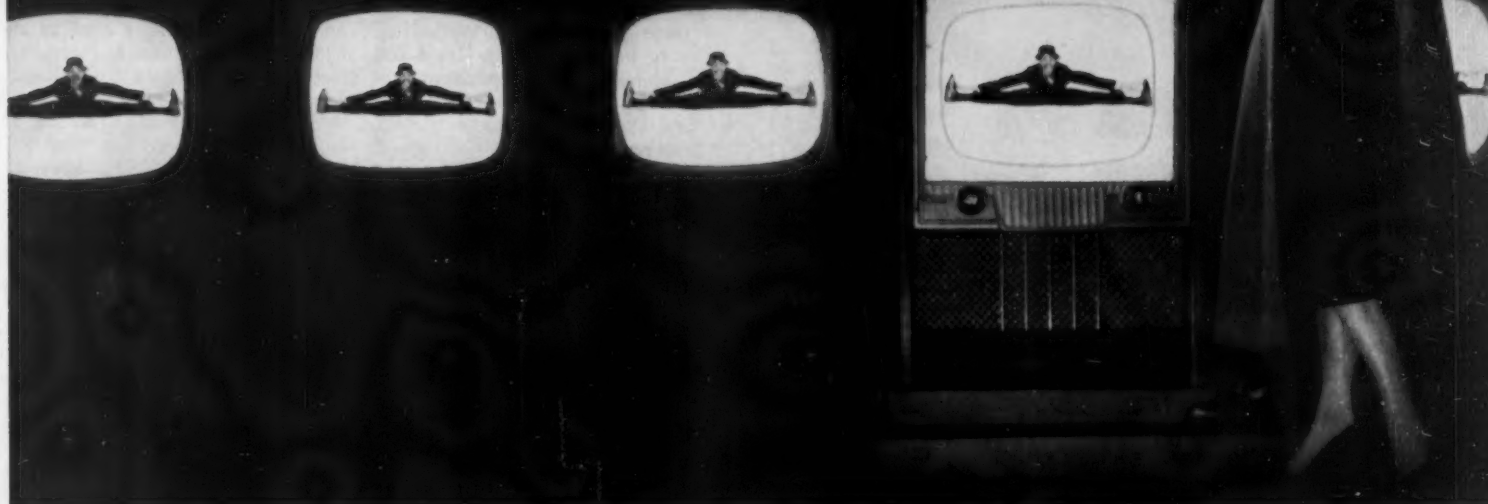
The guarantee is being publicized through extensive radio, TV and newspaper advertising. Any refunds demanded will be shared jointly by C-E-I and the distributor.

Winner Cleans Up



FIRST PRIZE of \$12,500 in the "General Electric Swivel-Top Vacuum Cleaner Contest" is presented to Mrs. Margery Clark, a Cincinnati housewife, by J. P. Farley, manager of advertising for the G-E vacuum department and L. J. Stehle, right, district representative for the department in Cleveland, looks on.

Use the "SIDE-by-SIDE" SALES TEST



... prove it's easier, more profitable to sell **SYLVANIA TV** with **HALOLIGHT**

THE FRAME OF LIGHT THAT'S KINDER TO YOUR EYES

There's only one television line on the market today that can give you a genuine and profitable competitive edge . . . Sylvania® TV with HaloLight®. And we think we can prove it right in your store with the "side-by-side" sales test.

Put a Sylvania set with HaloLight on the floor alongside your present demonstrator sets. See for yourself how HaloLight "surround lighting" makes the Sylvania picture larger looking, clearer, easier to look at.

More important, notice how almost every customer prefers Sylvania with HaloLight . . . how HaloLight practically sells *itself* on performance against side-by-side competition.

You're bound to build volume and profits with the Sylvania television line and its exclusive Halo-

Light features that offer customer satisfaction no other brand can match.

Call your Sylvania distributor today and you're on the way.

Sylvania dealer N. W. Burlis says, "Turn on four or five leading TV sets and watch which one people are attracted to. They'll go to Sylvania TV with HaloLight nearly every time. Sylvania TV performance plus HaloLight equals a winning sales combination."

N. W. Burlis, The Custom Company,
5107-09 Hampton Ave., St. Louis 9, Mo.



SYLVANIA ELECTRIC PRODUCTS INC.

Radio • Television • Lighting • Electronics • Atomic Energy
Radio & Television Division, Buffalo 7, New York
In Canada: Television made by Sylvania Electric (Canada) Ltd.
and distributed by Northern Electric Company Limited

Keep your eye on **SYLVANIA** 

...fastest growing name in sight

Now Dealers can buy Shetland FLOOR POLISERS at **LESS** than DISTRIBUTORS' PRICES

ON THIS SPECIAL
INTRODUCTORY OFFER ONLY
WHICH EXPIRES APRIL 30, 1955

Offer No. 1

	LIST PRICE	REGULAR DEALER COST
1 D-64 SHETLAND IMPERIAL POLISHER-SCRUBBER	\$64.95	\$38.97
<small>IN DISPLAY BOX. Includes 2 Polishing Brushes, 2 Scrubbing Brushes, 2 Lamb's Wool Bonnets, Electrowax.</small>		
1 T-62 SHETLAND IMPERIAL POLISHER-SCRUBBER	\$64.95	\$38.97
<small>Includes 2 Polishing Brushes, 2 Scrubbing Brushes, 2 Lamb's Wool Bonnets.</small>		
1 HD-30 SHETLAND ALL-PURPOSE POLISHER-SCRUBBER	\$29.95	\$19.47
<small>Includes Motor Unit, Scrubbing Brush, Polishing Brush, Detachable Handle, Lamb's Wool Bonnet, Rubber Pad, Drill Chuck, Sandpaper, Electrowax. IN STORA-CHEST.</small>		
ON INTRODUCTORY OFFER YOU PAY ONLY		\$79.45
YOUR PROFIT		\$80.40
YOUR PROFIT MARGIN 50.3%		

Offer No. 2

	LIST PRICE	REGULAR DEALER COST
1 D-64 SHETLAND IMPERIAL POLISHER-SCRUBBER	\$64.95	\$38.97
IN DISPLAY BOX. Includes 2 Polishing Brushes, 2 Scrubbing Brushes, 2 Lamb's Wool Bonnets, Electrowax.		
1 T-62 SHETLAND IMPERIAL POLISHER-SCRUBBER	\$64.95	\$38.97
Includes 2 Polishing Brushes, 2 Scrubbing Brushes, 2 Lamb's Wool Bonnets.		
ON INTRODUCTORY OFFER YOU PAY ONLY	\$129.90	\$77.94
YOUR PROFIT	\$64.56	\$65.34
YOUR PROFIT MARGIN 50.3%		

IN ADDITION

... and FREE to you, Shetland sets you up in the Polisher-Rental Business. With the above offers you get an eye-catching Window Streamer, a Counter Display Card and a supply of envelope stuffers — telling your customers they can RENT A SHETLAND POLISHER FROM YOU. A special Display Stand for Model D-64 to convert Display Box to Store Merchandiser, worth \$7.50 will be supplied by your distributor at no cost, on request. Ad Mats available.



YOU MAY SELECT EITHER OFFER. CONTACT YOUR
DISTRIBUTOR NOW. OFFER EXPIRES APRIL 30, 1955
THE SHETLAND COMPANY, INC., LYNN, MASS.

Two-Million-Dollar Payday

Norge announces a two percent dealer profit-sharing plan that may turn June 30 into the biggest payday in the history of the industry

A new profit-sharing plan for appliance dealers—termed “a bold, revolutionary \$2,000,000 move”—has been announced by Norge.

Under the plan a dealer will receive two percent of the cost of each Norge appliance bought from an authorized Norge distributor between Jan. 1 and June 30. A lump-sum payment will be made to the dealer shortly after June 30.

The two percent profit is above and beyond the regular margin, President Judson S. Sayre commented in announcing the plan to 1000 distributor personnel recently. “As a matter of fact,” the executive said, “in some cases dealer discounts will be greater.”

Sayre explained that the profit applies to all appliances—“from ranges and refrigerators through washers and dryers to freezers and water heaters—regardless of quantity or models.”

Timely Measure. “From my background of 29 years in the appliance business, I personally consider this project one of the most forward, and certainly most timely, measures taken in behalf of the appliance dealer,” Sayre said.

“Average net profits for appliance dealers have been dropping these past few years. Dealers have been working harder than ever before but yet have not seen their profits increase proportionately,” Sayre said. “Cost for sales and services have skyrocketed. So have expenses for advertising, trade-ins, warehousing, and delivery. Now, for the first time, something is being done

to help the dealer profit picture. Norge’s plan is a plan for action, one that will mean action in the cash register. And we are investing millions to do it.”

Sayre said that the plan could be offered because Norge’s doubled sales had raised production and permitted factory savings. Since Sayre became president of Norge in 1954, sales doubled the previous year’s figure and the Norge president predicts that 1955 business may triple 1953 volume.

G-E “Convertible”

The company that put the clock and the radio together has taken them apart again.

General Electric has introduced a “Convertible” clock-portable which operates together as a clock-radio or separately as a portable radio and an electric alarm clock.

Ray V. Buivid, G-E radio sales manager, announced that the “Convertible” is available in two color combinations, charcoal and gray, and red and white. The eastern suggested retail price is \$44.95.

When plugged into a wall outlet, both clock and radio operate from household current and provide the usual clock-radio features, buzzer alarm, wake-up-to-music and slumber switch. Separated, the radio operates on batteries and offers a four-pound, seven-inch portable.

The “Convertible” will be available for the Spring market.

Airing Their Views



DISTRIBUTORS AND DEALERS examine the 1955 Mitchell room air conditioner during a recent meeting in Philadelphia. Al Hughes, left, is president of Philadelphia Distributors, and E. A. Tracy is Mitchell vice president in charge of air conditioning. Harry Levin and Vic Henier, right, are Philadelphia appliance dealers.

**A STROKE OF
GENIUS—**



COPPER-GLO
by
CROSLEY

For
the modern
kitchen
.....

Either way...

it's best with

CROSLEY




Whether it's the warm, soft tones of a Copper-Glo kitchen blended with wood, or the clean, functional beauty of a White kitchen—Crosley makes it best. With either Copper-Glo or White, the *smart* wife is able to match or complement *all* her Crosley kitchen equipment. Actually, Crosley offers new horizons for imaginative kitchen decorating! Sink fronts and automatic dishwasher-dryers, wall and base cabinets, and built-in ovens are available in either Copper-Glo or White. Set-in ranges can be had in porcelain or stainless steel. All are permanent, durable and easy to clean as only modern design in steel can make them. With the Copper-Glo warmth of a colonial hearth or the contemporary beauty of Crosley White, you have a kitchen which is adaptable to *any* color scheme . . . gives you a wide range of decorating possibilities and complete freedom of design. A Crosley kitchen — truly the modern housewife's dream!

CROSLEY "Built-in RANGES"



You can start your modern kitchen *without expensive installation charge* by simply placing Crosley Stack-on Range atop a Crosley Oven-Base Cabinet. Or, it can be inserted into the wall, if you prefer. Choice of six oven-unit models . . . plus three- or four-unit cooking tops.

CROSLEY and BENDIX

HOME APPLIANCES DIVISIONS  CINCINNATI 25, OHIO

Kitchen Sales Department, Crosley and Bendix Home Appliances Divisions
AVCO Manufacturing Corporation, 1329 Arlington St., Cincinnati 25, Ohio

I'm interested in these wonderful new Crosley kitchens!

☐ Copper-Glo ☐ White

Please send me more information:

Name _____

Address _____

City _____ State _____



APPLIANCE DEALERS from Alabama, Georgia and Mississippi pause in their tour of Moore & Handley's "Merchandise Mart" for a snack at one of the many food counters set up in the Birmingham division store.

Mart Moves South

An Alabama distributor borrows a page from the Chicago markets, exhibiting his 3,000 products in a show that drew 2,500 dealers

Taking a tip from the big Chicago markets, Moore & Handley Hardware Co., Westinghouse distributors with headquarters in Birmingham, Ala., staged a four-day "Merchandise Mart" in late January which drew more than 2,500 dealers from all over the Southeast.

The company's divisions at Birmingham, Nashville and Mobile held exhibits simultaneously and observers

declared it was one of the biggest and most successful merchandising events ever held in the Southeast. Approximately 20,000 sq. ft. of floor space was utilized to house hundreds of booths which displayed almost 3,000 items handled by the firm.

A systematic tour of the show required about four hours to visit all of the booths. Snack bars and coffee counters, manned by the company's



HOME ECONOMIST Miss Martha Love of Moore & Handley, discusses refrigerators with retail dealer H. E. Muller and his wife, of Huntsville, Ala., during their tour of the company's big mart.

home economist staff, were located at various points throughout the stores. A recapitulation showed that this feature was extremely popular with the visiting dealers. In the Birmingham division alone, dealers consumed 2,000 cups of coffee, 200 cases of Cokes, 1,500 sandwiches, 30 cakes, 70 dozen doughnuts and 1,500 half-pints of milk every day during the show.

Door prizes were awarded every quarter-hour during the four-day run of the show and a grand prize, valued at \$500, was given away at the end of each day. Orders were taken by the company's salesmen on the floor of the exhibit and according to store officials, a tremendous increase in business resulted.

"The purpose of the mart, of course, was to acquaint the dealers with our stock in housewares and building materials as well as with major electrical appliances," said W. W. French, Jr., president of the company. "The dealer response was so successful, we plan to make the event an annual one."

high, the sheer cheapness attracts many customers.

The Russians find the cut-rate operation is good propaganda since visitors to the store are also bombarded with posters, and programs from the Information Center.

Necchi Bond Plan

The Necchi-Elna Sewing Machine Sales Corp. has initiated a debenture bond plan which provides a new type of security for its 2,300 franchised dealers.

The bonds, which draw four percent interest after maturity in three years, will be given to dealers based on their sales as of January 1. A \$5 bond will be given for each machine sold within a quota and a \$10 bond for each sale over the quota. Each dealer has a quota based on sales potential and past performance.

Westinghouse Winner



FOR THE BEST JOB of merchandising electric housewares, the Jordon-Marsh store of San Diego is awarded a Westinghouse gold roaster-oven by Ralph Sorenson, left, manager of electric housewares. Robert Stokes, housewares buyer for Jordon-Marsh, accepts for the store.

Red Discounters

In Vienna, appliance dealers are troubled with a type of discounter that's hard to fight—the Russian government.

A large store has been established in the Soviet Information Center, a block-large building in downtown Vienna. In a department called "Technical Products," the Russians sell radios for 15 to 30 dollars, electric sewing machines, hair-dryers, electric razors, irons and vacuum cleaners.

All prices are far below those current in Vienna since the Russians as occupiers, pay no taxes or import duties. They also pay no rent on the requisitioned building, although the store is close to Vienna's most expensive shopping center.

The majority of the goods originate from East Germany and some of them come from Russia itself. While the quality and finish of the goods is not

Lewyt Museum



BEGINNINGS OF a museum of household cleaning implements is exhibited by Alex Lewyt and his secretary, Jane Riley. The 1910 model on right is one of the first in the collection. Lewyt has offered a 1955 Lewyt machine in exchange for every acceptable offering.

8 reasons why your best profit bet is **Quicfrēz** REFRIGERATORS — FREEZERS

- 1 a quality line at mass-market prices
- 2 better discounts, higher net profits
- 3 top-notch floor plan
- 4 fully-paid sales incentive plan
- 5 lead-getting trade ads
- 6 hard-hitting consumer promotions
- 7 co-op money
- 8 short, active line; most popular sizes

**Let us show you why other
dealers and distributors
say:**

**"Quicfrēz is our
best profit bet!"**

Wire or phone collect:

Quicfrēz, Inc. • Fond du Lac, Wisconsin

Make It A Wife-Saver . . .

. . . Make It An All-Steel Kitchen: that's the slogan for U. S. Steels new campaign which is scheduled for April and May

United States Steel has initiated "Operation Wife-Saver" to push steel kitchen equipment during the traditional Spring home-improvement period.

Happy with the reaction over "Operation Snowflake," the company's Christmas promotion of white appliances, the giant steel firm has slated a similar April and May drive to promote steel products.

The Snowflake promotion, the company's first, drew some \$5 million in tie-in advertising plus U.S. Steel's own \$100,000 contribution. While the sales effect of the drive is hard to measure, steel officials expressed enthusiasm over the results.

The new campaign will use a life-saver as a symbol and will be keyed to the slogan "Make It A Wife-Saver

. . . Make It An All-Steel Kitchen."

The firm's marketing development representatives are contacting 2,400 banks, 150 manufacturers of steel products for kitchens, 2,500 gas and electric companies and R.E.A. cooperatives, 1,800 newspapers, 100 television stations and 10,000 retail outlets, to encourage participation in the program.

Besides contacting these 15,900 organizations by direct mail, U.S. Steel is using advertising in six trade papers and five national magazines. The *Saturday Evening Post* 12-page supplement will be offered free to 1,784 daily newspapers in 1,204 cities and towns.

Free promotion kits are being offered to retailers as well as open-end commercials for use on television.

New Fair Trader

Westinghouse has begun Fair Trading in portable appliances at the wholesale level, according to R. M. Oliver, manager of portable appliances.

Oliver said the plan is now being used with California distributors and will be extended to Michigan, Florida and Georgia in the near future. Westinghouse has long Fair Traded its small appliances at retail, but this is the first time it has attempted wholesale Fair Trading.

"This move enables us to strongly endorse Fair Trade at all distribution levels," Oliver said. "Westinghouse has been carrying on a vigorous program to bring about voluntary compliance with Fair Trade laws of the various states and has been bringing legal action against violators of the law where necessary."

Wage Market

The wage-earner, with 61.4 percent of the nation's non-farm "loose money", today dominates the American market, according to a new study by Everett R. Smith, director of marketing and research for Macfadden Publications, Inc.

Wage-earning families constitute 51.8 percent of all non-farm families receiving annual incomes of \$5,000 or over, and 73.2 percent of those receiving \$3,000-\$4,999, the report said.

Wage-earner families now constitute 53.6 percent of the nation's families, compared with 48.2 percent in 1947 and 46.4 in 1940. They form 62.3 percent of all non-farm families. Three out of every 10 women are working, increasing the number of workers per family, the report noted.

Wage-earners are now the chief accumulators of savings, according to the study. Life insurance, for instance,

is carried by 94 percent of wage-earners, compared to a national average of only 79 percent.

Published as a 24-page booklet entitled "This is Your Market," the report concludes that wage-earners' families are now buying more than half of all automobiles sold and "form an enormous future market for such newer appliances as home freezers, clothes dryers, home air conditioners and electric dishwashers."

Toastmaster Drive

Spearheading Toastmaster's 1955 merchandising program is a 90-day "special" which offers the \$23 toaster for \$19.95.

The division of McGraw Electric Co. is also introducing two new products as part of the 1955 campaign. A new single-slice toaster, selling for \$17.50, is reportedly the only one-slice toaster on the market. A two-slice toaster, 40 percent smaller than standard toasters, is also being added.

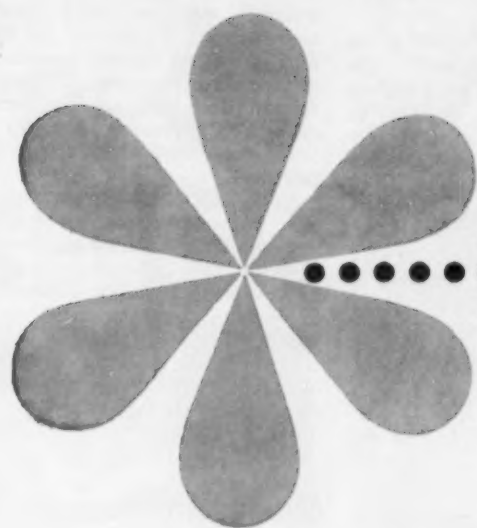
The company's advertising campaign is being launched in March in eight leading magazines and 18 ads will appear during the 90-day program.

Norge Campaign

A record advertising budget of \$4,100,000 has been set by Norge.

More than 40 percent of the amount will be spent on independent Sunday newspaper supplements, rotogravure, and daily newspaper advertising, according to Robert J. Runge, director of advertising. Starting in March, the newspaper campaign will continue through June.

The remainder of the budget will go to trade and business publication advertising and consumer magazines.



.....**customers?**

No matter how much circulation
you buy for your advertising,
our 3,000,000 families will give
you more customers per thousand.



A greater percentage of American Home families buy ranges, freezers, food mixers, washing machines, clothes dryers, steam irons, water heaters . . . than the readers of any other mass-circulation magazine. This is also true of families buying, building and remodeling homes . . .

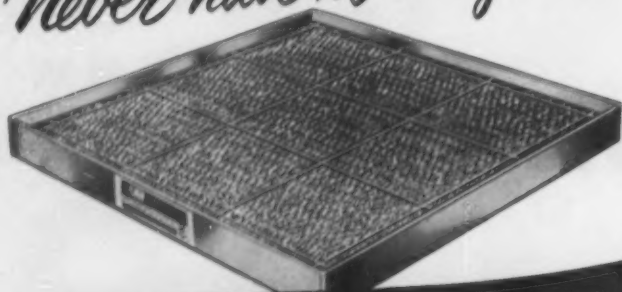
And they'll buy your product, too, when it's in

**THE
AMERICAN HOME
MAGAZINE**

Source: Starch Consumer Magazine Report, Sept. 1954

YOUR CUSTOMERS WILL

"Never have it so good"



EZ KLEEN WASHABLE AIR FILTERS

FOR ROOM AIR CONDITIONERS

... and you, too. For washable, aluminum E Z Kleen air filters will reduce your inventory problems and service costs ... fit perfectly into any filter service program. And your customers will benefit from the best in efficient air filtration, plus the economy of washable air filters. E Z Kleens retail as low as \$1.33. Wide range of sizes 1/2", 1" and 2" thickness.

RP

... PRODUCTS OF RESEARCH

RESEARCH PRODUCTS CORP.
DEPT. 22 MADISON 10, WIS.

Deliveries are **SO EASY**
with an **EASLOAD**



One man makes deliveries

YOU CAN SAVE the cost of an extra man because one man and an Easload can handle any appliance easily and safely with its load balancing design and slide runner frame. And your appliance is always protected on the rubber covered Easload frame; it is strapped in place and cinched tight with built-in ratchet cincher. Wheels have 10 x 2.75 cushion tires. Toe plate has two small rubber wheels. Frame is all welded steel. Handles 800 lbs. with ease.

CESCO MODEL

A lightweight appliance truck with ratchet cincher and strap, rubber covered sled runner, tube steel frame. Handles 600 lbs. Low priced at **\$39.50**



Order yours today on a money-back guarantee of satisfaction... **\$53.50**

F. O. B. Los Angeles

COLSON EQUIPMENT & SUPPLY CO.
1317 Willow Street, Los Angeles 13, California

EASLOAD APPLIANCE TRUCKS

Medi-Kitchen

The equipment and designs are available for the heart kitchen ... the arthritic kitchen ... the polio kitchen ... the blind kitchen, designed in cooperation with the medical profession. And yet so far no enterprising retailer is specializing in them, NARDA director A. W. Bernsohn said recently.

These special kitchens together with the advent of color and flexibility of food-preparation and food-storage arrangements are new weapons available to the retailer in his battle with the discount house, he told the Chicago Electrical Women's Round Table.

Stop thinking "the battle of the fuels: gas vs. electricity" and carefully evaluate your own best appliance market; decrease lines of appliances to two or so, and carry suitable inventory, preferably with interchangeable panels in equipment and interchangeable doors on cabinets, Bernsohn advised.

The home service girl, he added, plays an important role in present day appliance retailing with cooking-schools, school education programs, and teaching the home maker how to use her new equipment. While industry has designed the tools, it is the woman's viewpoint that is still needed to show "how to appeal to Mrs. Homemaker."

Plugging Kitchens

A new and profitable merchandising field awaits the major appliance dealer who specializes in the sale of electrical built-in kitchen units, according to the Kitchen Equipment Committee of the National Association of Electrical Distributors.

The kitchen specialty dealer will be able to realize higher gross margins, the committee believes, because the retailer will be dealing with customers who consider quality and performance first and price second.

The group envisions close cooperation between the kitchen specialty dealer and home builders, "for by working with builders the dealer can approach the home buyer at a time when his special services can be utilized to the fullest," the committee said. The meeting also concluded that colored appliances will be an important part of the well-planned built-in kitchen picture.

Iowa Brand Study

A new "brand inventory" of Iowa homes reveals that appliance saturation in the state is growing but on most items is lower than the national average.

The survey, accomplished by the Des Moines Sunday Register, shows that 59 percent of the families surveyed own TV sets. National saturation is 74 percent.

Other Iowa saturation figures include: electric ranges, 27.6 percent; dishwashers, 1.9 percent; garbage disposers, 3.4 percent; refrigerators, 96

percent; food freezers, 20.1 percent; washing machines, 92.9 percent; clothes dryers, 9.1 percent (of which 68.4 percent are electric); ironers, 10.1 percent; air conditioners, 2.8 percent; dehumidifiers, 2.6 percent; vacuum cleaners, 77.8 percent; radios, 98 percent; and electric coffeemakers, 38.6 percent.

Under brand break-down, the top four companies accounted for 59.8 percent of the electric range market. The top two brands accounted for 32.7 percent of the refrigerators. In television, 33.2 percent of the sets are sold by three manufacturers.

In the study, 10.8 percent also responded that they plan to modernize their kitchens during the next year.

Minnesota Market

Minnesota has a healthy interest in appliances, according to the latest survey by the Minneapolis Star Tribune.

Washing machines are owned by 91.3 percent of the population and 20 percent of these are fully automatic. Two brands account for 41.1 percent of the market. Clothes dryers are becoming popular and the state now has twice as many as in 1953. Saturation is 12 percent and four brands compose 64.9 percent of the market.

Automatic dish washers are owned by 4 percent, and only two-thirds of one percent own air conditioners. Television sets are owned by 53 percent, far below the national average, and the brand preference is spread among 49 different makes. Two sets are owned by 2.1 percent, and .7 percent expressed plans to buy color in 1955.

Kitchen's Cooking

"What's Cooking In The Kitchen?" a panel of experts was asked at the 16th annual national convention of the Industrial Design Institute.

General conclusion: The kitchen itself is cooking—boiling over with new ideas in design and comfort.

The experts advised their listeners to think of the kitchen as a complete unit, and the speakers displayed colored slides pointing up their concepts of futuristic kitchens.

Among the panel members were Peter Muller-Munk, design consultant for Caloric and Westinghouse, David B. Wheeler, who designed the Frigidaire "Kitchen of Tomorrow," and Elliot Noyes, who designed the General Electric "Wonder Home of 1964."

Floorcraft's 25th

The 25th anniversary of General Floorcraft, Inc., will be celebrated with "one of the most far-reaching promotion programs in the history of the company," according to president Joseph Sassano.

The manufacturer of domestic floor polishers will reach an estimated 83,000,000 readers with ads in six magazines.

Your Best Bet for a **BEST SELLER**



You have the right kind of customer to appreciate a real buy, like the FME Tape Recorder. For your true hi-fi enthusiast is best qualified to judge the merits of a highly sensitive recording instrument.

The FME is indisputably the value leader in its price class. With rugged, precision construction and smooth, simple operation, the FME rates at the top in ease of handling. Fast forward and rewind, separate volume and tone controls. Records and plays dual track at 3 3/4 or 7 1/2 IPS with extraordinary tone fidelity.

PLUS FEATURES

Response from 50 to 12000 cps.
Less than 0.5% flutter or wow.
Signal to noise ratio is 43 db.
High fidelity ceramic microphone.
Improved rumble-free drive.
Simple, single knob control.
Takes all reels to 7 inches.
No tape breakage even with the new thinner tapes.
Instant stop lever for hand or foot pedal operation.

Only \$139.95. Complete with ceramic microphone, reel of magnetic tape, take-up reel, power cord and plug.

Some Exclusive Territories for
Manufacturers' Representatives
are Open

L-43



**FEDERAL MANUFACTURING
AND ENGINEERING CORP.**
215 Steuben Street, Brooklyn 5, N. Y.
EXPORT DIVISION: 25 Warren St., N. Y. 7, N. Y.
Lubbers SIMONTRICE, NEW YORK, all codes

Harvester Push

International Harvester Co. has given the go-ahead in a new campaign of increased advertising and promotion designed to "get ourselves a bigger place in the refrigeration market," according to John L. McCaffrey, Harvester president.

Robert H. Burnside, formerly assistant manager of the company's general sales department, has been appointed sales manager, refrigeration products. Its present staff of regional refrigeration sales managers will be approximately doubled, so that each may concentrate on a smaller number of distributors and dealers. Each of the company's 70 general sales district offices will have a new manager of refrigeration sales and a full-time staff concentrating on refrigeration products.

There is no intent on the part of International Harvester to spread into the manufacture of other electrical appliances besides home freezers and air conditioners. The 1955 International Harvester refrigeration line includes six models of refrigerators, ranking from 7.4 cu. ft. to 12 cu. ft. capacity; four chest type and two upright type home freezer models, and six models of air conditioners ranging from 1/2 to 1 hp. The "decorate it yourself" door, pioneered by Harvester, will be continued.

Promotion Briefs

• General Electric will provide a complete display program for its fan line in 1955, according to D. T. Meskill, manager of marketing for the fan department. A new in-pack "3-dimensional" display has been added to the four-piece "Eskimo" background display which will be continued.

• Cory Corp. is offering a special share-the-cost cooperative advertising promotion to dealers who purchase Fresh'nd-Aire humidifiers prior to

March 15, according to J. W. Alsdorf, president. The dealer running local advertising will be reimbursed for 50 percent of his expenditure.

• Toro distributors are sponsoring a "Win-A-Toro" contest to promote early season sales of Toro power lawn mowers. Contest coupons are deposited at dealer stores and drawings are held for the winner in each distributor's area.

• Pfaff sewing machine dealers are giving away sewing machine protectors in a promotion aimed at creating store traffic. The \$1.00 plastic covers are advertised in local media.

• American Air Filter Co. has issued an "advertising guide" for its appliance dealers handling the Electro-KLEAN home air filter.

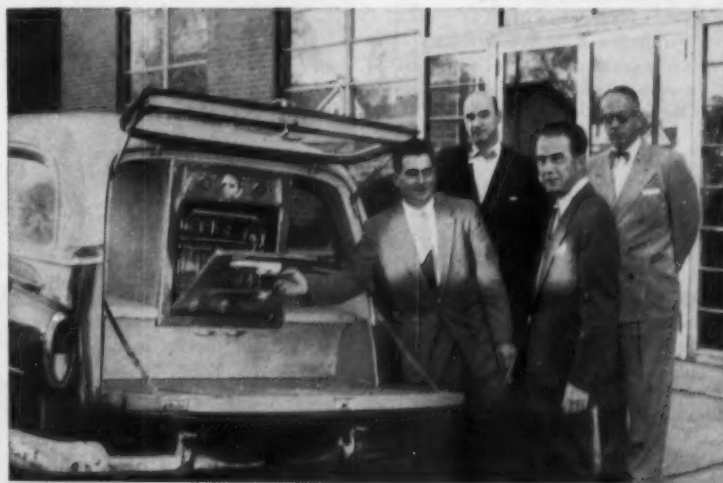
• Necchi-Elna Corp. has announced a \$4,500,000 advertising campaign in magazine, television, radio and local newspapers for 1955. Approximately \$1,800,000 will be spent in national publications and about \$1,800,000 will go for local advertising. The balance will go to TV and display merchandising.

• Kamkap, Inc. will launch its Fire-O-Matic Kook-Outs with a national advertising campaign in May. The Fire-O-Matic is an innovation in the barbecue and brazier field; an electric coil buried in the charcoal bed ignites the coals.

• Snyder Mfg. Co., makers of automobile and TV antennas, has instituted a "gradually expanding sales program" this year, according to Ben Snyder. The program is being implemented with field trips by Snyder and sales manager Dick Morris.

• A six-week promotion of home laundering equipment—dubbed the "Laundr-o-rama"—is being sponsored by more than 250 appliance distributors and dealers in Rochester, N. Y.

Built-in On Wheels



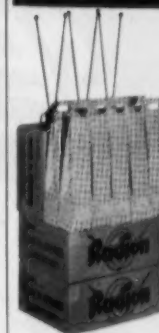
HARKING BACK to the 75-year-old techniques of W. J. Tappan who sold coal and wood burners from his horse and wagon, four Tappan range specialists are now traveling with "built-in kitchens on wheels." Forrest O. Conklin Jr., left, one of the four, gets a send-off from Dave Rainey, manager of electric range sales W. R. Tappan, vice president, and Don Sharp, general sales manager.

MAKE
\$44.40
PROFIT
PER WEEK



WITH THE NEW

Radion
PROFIT-PAK
CARTON



**SELL
only**

12

QTA-3 antennas in new self-merchandising carton. (\$3.70 minimum profit on each)

Contact your distributor today.

Radion

THE RADION CORPORATION
Dept. E, 1130 W. Wisconsin Ave., Chicago 14

Export Representative:
Scheel International, Inc.
4237 Lincoln Avenue
Chicago 18, Illinois

Canadian Representative:
A.T.R. Armsstrong, Ltd.
700 Weston Road
Toronto 9, Ontario

Sell your dehumidifiers with the

NEW HONEYWELL DEHUMIDIFIER CONTROL

Extra
profit
on every
sale



Dehumidifier
plugs in here

Retail price \$19.95

The new Honeywell Dehumidifier Control makes any electric dehumidifier a more satisfying appliance by making it fully automatic.

With this new control, customers can't forget to turn the dehumidifier on and off. It's done for them—automatically, scientifically. Which means they'll get better dehumidification with no trouble.

Your customer can just plug it in, set and forget it.

Humidity is held at the proper level, the dehumidifier takes less current—and lasts longer.

The new Honeywell Dehumidifier Control gives you extra profit on every dehumidifier sale without additional sales cost.

For full information call your local Honeywell office or write Honeywell, Dept. EM-3-12, Minneapolis 8, Minn.

Honeywell



First in Controls

112 OFFICES ACROSS THE NATION



2 BEST SELLERS

IN HOME ICE CREAM FREEZERS



Refrigerator Type

ELECTRIC ICE CREAM FREEZER

A new and sensational electric freezer. No ice... no salt... Works in the freezing compartment of almost any electric refrigerator. Makes 2½ quarts of good old fashioned ice cream.

**White
Magic**

★ Get your share of the profitable home ice cream freezer market!

Quick turnover products with proven sales appeal and backed by nearly a century of manufacturing "know how". Not just a seasonal item. Porter home freezers will move off your shelves the year around.

DOLLY MADISON®

★ Electric freezer with exclusive "Twist-Lok" feature. Simple, efficient operation. 2, 4 and 6 quart capacities.



MANUFACTURED BY

The J.E. Porter Corporation
OTTAWA • ILLINOIS

Portable Cooling

Emerson has introduced a portable air conditioner and a 7½ ampere, low-operating-cost unit in its 1955 line.

President Benjamin Abrams announced that the units, ranging from ½ h.p. to 3 h.p., are list priced from \$189.95 up. The low-operating-cost unit will sell for \$299.95. Since the unit draws less current, it can also eliminate the need for re-wiring, Abrams said.

The portable conditioner is a "logical development for Emerson which introduced the first portable radio and the first portable TV receiver," the executive said.

"Music-orama" Set

The name which has been selected by the National Association of Music Merchants for its 1955 trade show will be "Music-Orama." It will be held in Chicago, July 18-21.

Brand Name Dealers

Twenty-three appliance stores are among the finalists in the 1954 Brand Name Retailer-of-the-Year competition, according to President Henry E. Abt, Brand Names Foundation. The winners will be selected in March and honored at an April 13 banquet.

Included in the group are six previous runner-up winners and one former Brand Name Retailer-of-the-Year. They are: Price's Inc., Norfolk, the winner in the 1950 competition; Lederer, Inc., Bridgeport; Stucky Bros., Fort Wayne; Wilson's Electric Appliance Co., Gary; Leo Miller, Providence; Raymond W. Hackett's Appliances, Hudson, N. H.; and Gerhard's, Glenside, Pa.

Other finalists include: Lustig's, Hayward, Calif.; Ed Heil's Appliances, San Bernardino, Calif.; E. Sugarman, San Francisco; Martinson Electric, Sonoma, Calif.; Justis Bros.; Newport,

Del.; Keil's, Wilmington; Fulford's Colony Radio, Washington; Roth's, Tavares, Fla.; Shreveport Refrigeration Co., Shreveport, La.; Lyon's Good Housekeeping Shops, Attleboro, Mass.; Coghlin's, Worcester, Mass.; Palmer's, Flint, Mich.; Electronic Specialties, Muskegon, Mich.; Vane's United Phonograph, Charleston, S. C.; The Good Housekeeping Shop, Dallas; and the Dismukes Co., Port Arthur, Texas.

Selling Bee

Bendix has inaugurated a new sales incentive program for its TV line with over a thousand merchandise prizes and a selection of vacation trips.

The "Bendix Selling Bee" will run through April 15 and is being spearheaded with a series of mailings directly to the home of each salesman. They have been designed to interest the families of the men, officials said.

Hotpoint Drive

Hotpoint's Golden Anniversary promotion was kicked off last month with ads in key national magazines and a new line of merchandising aids for dealers.

John F. McDaniel, vice president of marketing, said dealers will have new signs, banners, newspaper mats, full-color training films, and stacks of promotional pamphlets and literature to push the 1955 line of appliances.

A "Dough For Demonstrations" program has been launched by the home laundry section which will encourage dealer demonstrations with a \$25 cash bonus and a free \$35 promotional package. E. S. Sorenson, sales planning manager, said the demonstration drive would be tied into a direct mail campaign to new parents.

Ironrite's Thunderbird



EXAMINING ONE of the prizes to be awarded in the "Lucky Ironrite Sweepstakes" are regional sales managers attending a national sales meeting in Mt. Clemens, Mich. The Ford Thunderbird is one of several prizes in the 90-day Ironrite sales contest.

Manufacturer Briefs

• Sales of Westinghouse vacuum cleaners reached an all-time high during 1954, according to Robert E. Dobson, manager of the vacuum cleaner department. Unit sales from distributor to dealer were 44 percent ahead of 1953.

• American Motors, parent company of Kelvinator, announced the production of 589,921 household and commercial appliances during fiscal 1954. Two strikes caused a drop from 1953 production levels of 638,204, the company said.

• Motorola Inc. is negotiating for an 18-acre tract of land in Phoenix, Arizona, to construct facilities for engineering and light manufacturing, according to president Paul V. Galvin.

• The new Deering line of room air conditioners was presented to regional representatives at a Chicago meeting in January. President Tom Deering said the new model gives 60 percent greater air delivery and cools the average room in four minutes.

• International Harvester's "Decorator" refrigerator has been selected for showing in the "Good Design" exhibition at Chicago's Merchandise Mart. Plastic covers, in four basic colors, are available for the model so it can be harmonized with a kitchen decor.

• Plastic refrigerators are popular in Europe. A Vienna firm turned out 15,000 units during 1954. The unit weighs only 77 pounds and sells around \$100.

• Raytheon Manufacturing Co. reports progress is ahead of schedule on its new electronics engineering and research laboratory at Wayland, Mass. The firm is constructing a \$1,500,000 building and a \$750,000 unit concurrently.

• Norge reports that sales for January exceeded \$15,100,000, a record for a single month and nearly equal to the entire first quarter volume of 1953. Refrigerator sales were six times higher, dryers were four times greater, freezer sales tripled, and automatic washer sales doubled, according to president Judson S. Sayre.

New Lau Owners

Five present executives of the Lau Blower Co., Dayton, O., have purchased a substantial interest in the company from the founders of the firm.

Harold W. Faulkender, former vice president, has been elected president. Thomas I. Byrd, another former vice president, has been named executive vice president. Richard L. Perkins was named secretary, Charles E. Hubbard was appointed treasurer and Joseph L. Lair was made legal counsel.

Each of the five officers has been associated with the company in an executive capacity for 15 years or more.

Enterprise Presents America's first line of profit for 1955



the all-new
Enterprise
GOLDEN
LINE

STARRING...FULL PROFITS!

The Enterprise Golden Line fits snugly into the retail price brackets where 70% of the range business is done...with a full profit for you!

FEATURING...SALES APPEAL!

The Enterprise Golden Line wins friends and influences sales with lifetime-guaranteed top burners...automatic lighting...automatic clock control...lifetime porcelain inside and out...plus many more!

INTRODUCING...DYNAMIC STYLE APPEAL!

The Enterprise Golden Line is distinguished by the most dynamic styling in its field!

The all-new Enterprise Golden Line is everybody's first line of profit. Write today for the full profit story.

PHILLIPS & BUTTORFF MANUFACTURING COMPANY
NASHVILLE, TENNESSEE
Established 1858

TERRIFIC TRIO

Son-Chief is made to sell fast to many! It's the line that looks good . . . is good . . . and wears a mighty appealing price tag!

**MAGIC MAID
POP-UP TOASTER**



**MAGIC MAID
Super Size
DEEP FRYER**

**MAGIC MAID
SPEED-MASTER
WAFFLE-GRILL**



BACKED BY 40 YEARS OF MANUFACTURING "KNOW-HOW"

SON-CHIEF *Electrics, Inc.*

WINSTED, CONN.

In Canada: SON-CHIEF ELECTRICS, 64 Wellington St. W., Toronto

INSURE CLOTHES DRYER SATISFACTION



ALWAYS
install

The ORIGINAL LAUND-R-VENT

For ALL Clothes Dryers

BEST BY TEST—Don't risk your customer relations by installing inferior clothes dryer vents. "Look under the hood"—compare LAUND-R-VENT with all others. Note these superior features . . . all aluminum construction; no rust or ice worries . . . Friction-free damper; retards down draft . . . Easy to install . . . Standard 3" and 4" complete LAUND-R-VENT kits contain one LAUND-R-VENT, three 24" lengths Snap Lock pipe, and two adjustable aluminum elbows. Special kits available.

SNAP LOCK PIPE Now Standard!

Snap Lock aluminum pipe now standard on all LAUND-R-VENTS. May be purchased separately.

See Your Jobber, or Write

COLE-SEWELL Engineering Co.

2288 UNIVERSITY AVE.

ST. PAUL 14, MINN.

PEOPLE

Year's Salesman



W. B. Veal of Wallace Johnston Appliances, Inc., Memphis, has been chosen retailer appliance salesman of the year and he received a \$500 cash prize from the Ladies Home Journal at the Chicago NARDA convention banquet. His winning performance consisted of selling \$110,000 worth of merchandise in 1954. Veal spends only one day a week "on the floor." The rest of the time he's out calling on customers. About 70 percent of his sales come from tips given him by former customers, he said.

Birgy In New Spot

George J. Birgy has been appointed appliance merchandising manager of the Ladies Home Journal. He was formerly advertising and sales promotion manager of Servel New York Corp.

Before that, Birgy was advertising and sales promotion manager for the Zenith Radio Corp. of New York and the Crosley Distributing Corp.

Jones Dies



W. Paul Jones, vice chairman of the board of directors of Servel, Inc., and president of the company from 1949 to 1954, died of a heart attack on January 20 at the age of 53.

From 1920 to 1929, he served successively as service manager, sales manager, and general manager for Frigidaire distributors in Indianapolis and Evansville. He joined Servel in 1929

as education director and advanced to advertising and sales promotion manager, later becoming assistant general manager of the commercial refrigeration division.

Mr. Jones was executive vice president of Fairbanks-Morse Co.'s household appliance division from 1934 to 1938, when he joined the Philco Refrigerator Co., Philadelphia, as president. When the company merged with the Philco Corp. in 1940, he was named vice president and general manager of Philco's refrigerator division.

In 1949, Mr. Jones returned to Servel as president and general manager. In September, 1954, he became vice chairman of Servel's board and president of the Kellett Aircraft Corp., of Camden, N. J., manufacturer of military helicopters.

Zimmer Dies



H. Ward Zimmer, president of Sylvania Electric Products, Inc., died in New York on January 28. He was 57.

He served with Sylvania for 36 years. Mr. Zimmer became general manager of operations for the radio tube division in 1942 and vice president of the division in 1945. In 1947, he was named vice president of operations and in 1950 he was elected executive vice president. He has been president since April, 1953. Mr. Zimmer was also active in civic affairs, including the Boy Scouts, the Masons, Rotary and the National Foundation for Infantile Paralysis.

Booth Dies

Hubert Cecil Booth, 83, the inventor of the vacuum cleaner, died in London on January 14. Booth, the former chairman and managing director of the British Vacuum Cleaner and Engineering Co., got the idea for a vacuum cleaner in 1901. He considered the invention "a sideline" and spent most of his life working on industrial applications of the vacuum cleaner principle.

Kiene Honored

Mrs. Julia Kiene, manager of the Westinghouse Home Economics Institute, has been awarded an honorary life membership in the American Home Laundry Manufacturers' Association. She is the only woman ever to be so honored.

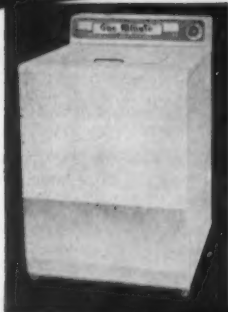
One Minute Washers

A Complete Line

5 Wringer Models



Automatic with Aqua-matic Balanced Tub



Dryers Gas or Electric



The One Minute line is giving quicker, cleaner, more economical washing service to over 1,000,000 satisfied users.

Get complete information on this famous money-making washer line.

Write today.

ONE MINUTE WASHER COMPANY
KELLOGG, IOWA

NEW POSITIONS



Emerson—Edward L. O'Neill has been elected vice-president and general sales manager.



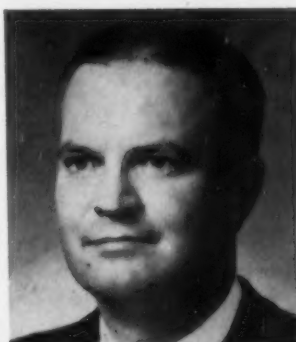
Crosley-Bendix—Donald B. Smith has been appointed director of appliance and laundry advertising.



Norge—Raymond E. Miller, top, has been named refrigerator sales manager, and J. J. Edwards, bottom, gas range sales manager. A regional appointee is Frank O'Sullivan named sales manager of the eastern division.



Siegler—Norman E. Grandt, top, and Walter G. Ullman, bottom, have been elected vice presidents of the corporation.



Whirlpool Corp.—Frank Grimes has been named manager of sales promotion for the washer division.



Magic Chef—W. T. Trueblood was named to new position of merchandising manager, gas range division.



Paragon—Wayne Colvin has been appointed appliance sales manager for the company.

Supreme PROFITS IN HOME HAIRCUTS



NEW LOW PRICED
only SUPREME STANDARD KIT

\$10⁹⁵

The new kit introduces top quality to the low price field. With the unique crew cut attachment, the popular short haircut becomes a simple job. Exclusive hard chrome plated surgical type steel makes the supreme cutting blades the finest available. Here is a real traffic building outfit with simplified home haircutting instructions.

SELF-SELLING STEP UP



Supreme **\$14⁹⁵**
SUPER

THE MOST COMPLETE KIT WITH EXCLUSIVE "CAN'T-GO-WRONG" INSTRUCTION MANUAL

Eye-stopping display carton and exclusive "Can't-Go-Wrong" book make compact, self-selling display. Tells of big savings and assured successful results the very first time used. Complete kit includes high quality clipper with shock-proof case, hardened Swedish Steel blades, blade guard, crew cut attachment, tapered comb, barber-type shears, plastic neck apron, Staylon neck brush, can of oil and "Can't-Go-Wrong" manual. No other kit offers so much value at this low retail price.

The Supreme Deluxe kit with Universal A.C.-D.C. Motor, only **\$19⁹⁵**

SUPREME PRODUCTS INC.
2222 S. Calumet Ave., Chicago, Ill.

...for every TV area-

Hi-Lo has an antenna for any and every area
UHF VHF and UHF-VHF combined ... also, wrought iron TV stands that sell.

Hi-Lo
UHF-VHF
INDOOR
ANTENNA

Model 202-UV \$9.95
Channels 2-83
LIST PRICE

For UHF-VHF TV Reception...

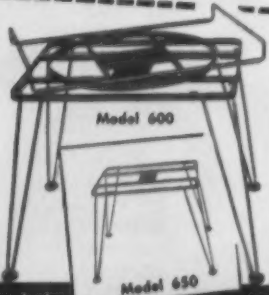
This is the best-performing indoor television antenna which will outperform all others ... provide the clearest, finest, sharpest pictures. The most modern design and finest engineering assure you of television at its peak with nothing to adjust.

THERE'S A HI-LO TV ANTENNA FOR EVERY CHANNEL ... EVERY AREA

Hi-Lo TV STANDS Modern --- Sturdy

Your choice of a complete line of the finest wrought iron TV stands which are engineered to support the heaviest sets. Streamlined design is smarter to blend easier with all furniture. Finest rubber feet prevent marring of floors.

List Price from \$8.95 to \$17.95
and worth much more



Sold through recognized distributors only!

Hi-Lo TV ANTENNA CORP.
3540 N. Ravenswood Ave. • Chicago 13

END THE CATALOG MESS!

Easy opening sections
for sheet changes.



No. 12 completely filled with ten additional sections.

get **EVER READY**
loose leaf
catalog holders
NOW!

Ever Ready Catalog Holders keep catalog data at correct reading angle with both hands free. They can be used on sales counters, buyer's desks and in warehouses for quick reference. Dozens of other uses.



No. 12
Customer's Side

Save Time • Temper • Money!

Ever have the experience of searching for a catalog for a waiting customer and find it was like looking for "a needle in a haystack?" Most likely you were able to find it easily — at a later date — when you were hunting for another catalog. Ever Ready Catalog Holders keep every catalog sheet instantly available and in place. Each section holds one inch of punched sheets ... keeps them in place ... makes them instantly removable without disturbing the balance. **ONLY \$5.65 Starts You Off — Order Additional Sections As You Need Them!**



No. 12 — Clerk's Side

ORDER TODAY!

Geneva Mfg. Co., 420 Stevens St., Geneva, Ill.

Gentlemen: Please ship me:

..... No. 12 EVER READY Holder, 15 in. wide, 12 1/2 in. deep, 5 1/2 in. tilt. Sturdy steel, dark green baked enamel. Capacity, 12 sections. With wings and 2 sections: \$5.65 Ea.

..... No. 24 like No. 12 but 30 in. wide and with capacity for 24 sections. Priced with two sections \$8.50 each.

..... Add'l Sections, \$1.00 Ea.

NOTE: Types of punching — Kolamozoo 4-post ☐ Ring Binder 3-post ☐

Money Back Guarantee!

Company.....

Att. of.....

Address.....

City..... State.....



Admiral—T. Stanton Fremont, top, has been named to the newly created post of appliance merchandising manager. Alfred W. Medica, bottom, sales manager of national accounts has been appointed radio division sales manager in addition to his present duties. An additional appointee is Richard F. Gorman named assistant promotional manager.

Dearborn Stove—C. Douglas Haven is the northern states regional sales manager in the newly consolidated Chicago offices of the company.



DeWald—Samuel Olchak has been named general sales manager for the company.

Capitol Kitchens—Dean T. Lewis has been named district sales manager for Illinois, Iowa, Missouri, Minnesota, the Dakota's, Wisconsin and eastern Indiana.

Zenith—Philip J. Wood, formerly distributor sales manager of Stewart-Warner Electric, has been named assistant to the vice-president in charge of radio and television sales.

Maytag—John Rasnick has been appointed a regional sales manager in charge of 20 counties in the Cincinnati branch Kentucky territory.



Sparton—James H. Gill has been appointed advertising and sales promotion manager for the radio-television division.

V-M Corp.—Ray Marchbanks has been named district sales representative in the Southeast with headquarters in Atlanta.



Ben-Hur Mfg. Co.—Edgar F. Jackson has been named vice-president in charge of sales. He has been with Ben-Hur since 1950, most recently as sales manager.

Mitchell—August H. Jaeger, has been appointed a district manager for the company in Washington and Oregon.



Camfield—Russell Sutcliffe has been named to the position of director of sales.

Casco—The following regional appointees have been named. Richard E. Poyda, eastern divisional district manager; Thomas O'Gorman, Philadelphia district sales manager; Jack Lennox, Pittsburgh district sales manager; Joseph McCarthy, New England district sales manager; Collins Warner, north midwestern district sales manager; Ned Stranahan, southern Illinois district sales manager.



Westinghouse—John F. Myers, previously head of the Westinghouse Electric Supply Co., has been elected a vice-president of the parent firm and general manager of consumer products.



United Metal Cabinet Corp.—William W. Follett has been appointed sales manager, succeeding Milton Greenberg who recently became treasurer of the corporation.



Servel, Inc.—John H. Wall, above, general manager of the home appliance division has been elected a vice president of the company. James F. Donnelly has been named vice president in charge of trade and industry relations. S. J. Grimm has been promoted to manager of the Evansville Sales Branch of the company.



Peerless—Allen Leighton, has been appointed as general sales manager of the corporation.

Roto-Broil—Daniel J. Dunn has been appointed division sales manager for the western division. James B. Karnes is the new sales representative for southern California and Arizona; David G. Bryant will cover northern California and Nevada; Kenneth M. Rader will work in Washington and Oregon; and Morey White will represent the division in the Rocky Mountain area.



Amana—E. W. Lyon, has been appointed as manager of the company's air conditioner sales. A regional appointee is Alonzo N. Clark, named as district sales manager for the firm's Chicago territory.

RCA Estate—Herbert K. Rollins has been appointed manager of product planning and Russell N. Leisz, has been named manager of service.

Hoover—Robert M. Amento has been named as area manager for the company in the Omaha and Denver marketing areas.

Republic—Jack T. McCampbell has been appointed southern district sales representative with a territory consisting of Louisiana, Mississippi, Alabama, and Nashville, Tenn.

Stromberg Carlson—Ralph D. Atkinson has been named district merchandiser for the radio-television division in Washington and Oregon.

Viking—Frank Beckman has been appointed to represent the company in Iowa, Nebraska, Minnesota and South Dakota.



New COMPACT • PORTABLE • ELECTRIC SLICE-CRAFTER

- ★ NO BOLTING
- ★ NO CLAMPING

THE FIRST TIME in the APPLIANCE FIELD

With Stainless Steel Serrated Blade never needs sharpening.

Powerful Heavy-Duty electric motor
— 110V/60C. AC-DC.



NATIONAL STEPS OUT IN FRONT WITH THE NEW AUTOMATIC ELECTRIC SLICER.

GET ON THE SALES WAGON AT ONCE.

- 1—Precision engineered—for home and professional use—cuts like magic.
- 2—Additional features for easy sale.
- 3—Attractively priced for best profit.

For distributorship and all particulars—write, phone or wire today. Dept. E3.

Features

- ★ Precision slicing—control—no wobble—no up-to-down—no kick at the turn of a knob.
- ★ Safety guard—protective features.
- ★ Heavy duty removable safety cord.
- ★ Scientifically engineered for lasting dependable service.
- ★ Triple safety—plated for lasting beauty.
- ★ Rust-proof and tarnish-proof.
- ★ No Bolting—No Clamping.
- ★ Compact construction—portable—may be used anywhere.
- ★ Simple to Use.
- ★ Sanitary—easy to clean.

Fully Guaranteed

ELECTRICALLY OPERATED
Deluxe Chrome
No. 900 \$64.50
With Stainless Steel
Serrated Blade



NATIONAL FOOD SLICING MACHINE CO. INC.

47 Martine Avenue Manufacturers White Plains, N. Y.

PROFESSIONAL USES: Diners, Luncheonettes, Small Restaurants, Institutions, School Cafeterias, Clubs, Hospitals, Caterers

WEBB For safe delivery... easy handling



Modern protection for refrigerators, ranges, washers and other major appliances. Water repellent canvas jackets, thickly padded. Flannel lined. Easy to slip on and off. Some Slingabouts still in service for over 14 years.



The ideal protective package for radio, TV and Hi-Fi Sets. Rugged canvas and thick, shock-absorbing padding. Flannel lined to prevent scratches. Good for years of service.

WEBB MANUFACTURING CO.

2918 N. 4th St., Philadelphia 33, Pa.

Please send information and prices on Slingabouts ☐ Wrapabouts ☐

Name _____
Address _____
Street _____
City _____ State _____

A Jewel of MECHANICAL PERFECTION



Exclusive Shavitron Shredder. Umbrella Slinger keeps motor dry at all times. Quiet and vibrationless. Easy to install... easy to sell. Retail for \$89.50.

The Profit-Making WasteMaster FOOD WASTE DISPOSER

LOCKLEY MACHINE COMPANY WASTEMASTER DIVISION NEW CASTLE, PA.

Please send literature on the easy-to-sell Wastemaster.

Name _____
Address _____
City _____ State _____

FROM THE INCOMPARABLE

COUNSELOR

Coronet

COMES THIS STRIKING NEW ADDITION
TO THE COUNSELOR FAMILY



Retail
\$7.95*

NEW... COUNSELOR *Capri*

Model 600

From the fabulous Counselor Coronet comes a new bath scale that completely outdates all other \$7.95* scales in styling, accuracy, and quality. This sister model is Counselor's answer to widespread demand for a finer scale at a competitive price. Be sure to feature it the year around.

* Far West, 50c higher. Priced higher in Canada

THE BREARLEY CO., ROCKFORD, ILL.




**Saves up to
1/2 hour**
moving each appliance

the
**Yeats
appliance
dolly**

Ideal for moving:

• ranges • refrigerators, etc.

YEATS patented strap ratchet grips appliances vice-tight without marring in 30 seconds or less! This on-a-flash loading plus on-a-dime wheel pivoting and light weight, aluminum alloy construction save costly labor time on every appliance delivery. You'll find a YEATS dolly more than pays for itself.

YEATS "Everlast" COVERS & PADS



SEND postcard for full information on our complete line TODAY!

Yeats
appliance dolly sales co.
3127 N. 13th St. Milwaukee 8, Wis.

FOR THE DEALER...THE DISTRIBUTOR...THE MANUFACTURER

The **GIMMICK**
That **MOVES**
The **GOODS**



DINNERWARE

by the STETSON CHINA CO.

TESTED - PROVEN - PROFITABLE

The positive tie-in that is the biggest promoter of appliance sales in America today!

Promotionally Priced for

GIVE-AWAY or SELF LIQUIDATION

Custom-made to your specifications... or original Exclusive designs from our huge stocks.

FREE MAT ADS and Promotional Aids!

LET US PLAN A PROMOTIONAL PROGRAM FOR YOU!

Write Today for Catalog Sheets and Complete Details

Stetson China Co., LINCOLN, ILL.
America's Largest and Most Modern Dinnerware Manufacturer

Distributors Appointed

Amana-Birch Distributors, Columbus, Ohio; C. W. Jones Appliance Co., Omaha, Nebr.; Matthews Electric Supply Co., Birmingham, Ala.; Cladco Murray, Inc., Buffalo, N. Y.; Circulex (Canada), Ltd.; New Westminster, Canada.

Arvin Industries-Ralph Lay Wholesale Distributing Co., St. Louis, Mo.; Ohio Valley Sound Co., Evansville, Ind.

Apex-Republic Electric Co., South Bend, Ind.

Crosley-Bendix-Delaware Valley Distributors, Inc., Philadelphia, Pa.; Neyhart's, Inc., Williamsport, Pa.; Penn Appliances, Harrisburg, Pa.; Lloyd Distributing, Inc., Omaha, Nebr.

Du Mont Labs-Wolverine Distributors, Jacksonville, Fla.

General Electric-Everybody's Supply Co., Philadelphia, Pa. (Vacuum Cleaners).

Gibson-Cannon Distributing Co., Charleston, S. C.

Hoffman-Allied Electric Distributing Co., Pittsburgh, Pa.

Mitchell-Medill Corporation, York, Pa.; Neil Distributors, Inc., Miami, Fla.

Preway-T. A. O'Loughlin, Inc., Newark, N. J.; Douglas Distributing Co., Washington, D. C.

Royal-W. A. Case & Sons Mfg. Co., Buffalo, N. Y.

Stromberg Carlson-Anderson-O'Donnell Co., Denver, Col.

Sub-Zero Freezer Co.-Carlos W. Stone Co., Salt Lake City, Utah; P. D. Cates Distributing Co., Fort Worth, Tex.

Sutton-New York Supply Co., Dayton, Ohio; Virginian Electric, Inc., Charleston, W. Va.

Heads WESCO



VICTOR KNISS has been named president of Westinghouse Electric Supply Co. He had been with Westinghouse Electric Corp. since 1952 as general sales manager for consumer products. Prior to joining Westinghouse, he was general merchandising manager for Firestone.



VENT CLOTHES DRYERS the Dry-R-X Flexible way



Here's the easiest possible way to insure that moisture, heat and lint will be no problem for your clothes dryer customers. Exhaust each new dryer installation with a Dry-R-X kit as part of the regular hook up.

The Dry-R-X kit now contains 6 or 9 ft. of the new, easy-to-use Flexible Duct—no cutting, no elbows—just attach to dryer and hood. The hood is all aluminum with an automatic, completely weather proof damper. Also available with rigid aluminum pipe and elbows.

For details ask your dryer distributor or write us, stating make of dryer you sell.

DRY-R-X COMPANY

5521 CODE AVE. • MINNEAPOLIS 10, MINN.

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Be sure to notify us at once, so future copies of **ELECTRICAL MERCHANDISING** will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thoughtfulness. Mail the information below to: Subscription Dept., **ELECTRICAL MERCHANDISING**, 330 W. 42nd St., New York 36, N. Y.

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Address

City..... Zone.... State....

Company Title.....

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Address

City..... Zone.... State....

ELECTRICAL MERCHANDISING
330 W. 42nd St. N. Y. 36, N. Y.

Record Order



BACKING UP a conviction that air conditioner sales will reach new highs next summer, Igoo Brothers, Inc., of Newark, N. J., recently signed order for a million and a half dollars worth of Fedders room air conditioners. Hugh A. Cole (left), signs contract while Ed Becker, Fedder's eastern regional manager, looks on.

DISTRIBUTOR NEWS

Admiral Distributors Corp.

Admiral Distributors Corporation, a wholly owned subsidiary of the parent Admiral Corporation, has been established to conduct the branch distributing operations of the television-appliance manufacturer. Clarence Tay, vice president of Admiral Distributors Corporation, also is general manager of the parent company's distributing branches. It is expected that the new subsidiary should attain sales in excess of \$100,000,000 during 1955.

S. S. Fretz, Jr., Inc.

A group of more than 260 air conditioning dealers were in attendance at the recent dealer meeting held by Philadelphia distributor, S. S. Fretz, Jr., Inc. The meeting, which received wide advance promotion, attracted dealers from the firm's Delaware Valley and South Jersey sales districts, and covered the entire air conditioning and heating picture. Chrysler Airtemp and Fretz speakers described the growth of the industry, Airtemp's plans for the coming year, and prospects which exist for the dealer. In addition H. B. Shaffer, vice president of Fretz, reviewed the history of his company, its dealer services, training programs and facilities.

Motorola, Inc.

The Motorola Distributor Advisory Panel held its first scheduled meeting of 1955 recently. The panel is composed of eight distributor principals who meet with top level company advisors to review marketing strategy for the following three month period, and is described as a regular part of the company's distributor program. Panel membership is limited to the eight distributors who are selected in rotation according to size, geographical location and type of market. Each session four new members join the group and four leave. Eventually all of the distributors will have an opportunity to sit on the panel.

Whirlpool

Three distributors were recent winners in three divisions of a "Do-It-Yourself" promotion sponsored by Whirlpool Corporation, in which distributors were invited to build complete promotion and merchandising programs along lines of their own choosing for use by their dealers. The winners, who received a specially designed plaque, were George Thompson, vice president and general manager, Western Appliance Corp., Denver, Col.; Bernard J. Roskin, vice president, Roskin Brothers, Inc., Middletown, N. Y.; and W. E. Brennan, president, Brennan Appliance Distributors, Inc., Detroit, Mich.

Personnel Appointments

Du Mont New York, Inc., New York, N. Y.: Harry Ripps (general sales manager).

Elliott-Lewis Corp., Philadelphia, Pa.: Larry Phister, (general sales manager).

Graybar: E. R. Yonkers (district manager, Cincinnati); John Reine (asst. district manager, Chicago); W. J. Goerisch, (asst. district manager, Philadelphia); M. A. Elliston, (manager, Abilene).

Gross Distributors, New York, N. Y.: George F. Barth, (advertising-sales promotion manager).

Raymond Rosen & Co., Philadelphia, Pa.: Jim Davis, (director of advertising); W. Russell Zacharias (resident sales supervisor, Lehigh Valley).

George Spencer, Inc., Minneapolis, Minn.: Reay L. Deetz, (advertising-sales promotion manager).

Westinghouse Electric Supply Co., Chicago, Ill.: Tadd V. Wake, (Chicago-Rockford manager); W. A. Reasoner (manager-major appliance sales); W. A. Phillips, (manager-TV-radio sales).

York Distributors, Inc., Long Island City, N. Y.: Nils D. Sellman, (manager-commercial and residential sales).

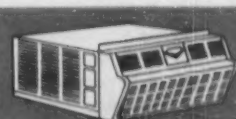
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makers of the famous
cool safety cabinet
gas space heater

Dearborn's famous Cool Safety Cabinet gas space heater is your biggest winter profit-maker — No. 1 in sales all over America. And, Dearborn's summer comfort-makers can be your biggest profit-makers, too. They're loaded with features and they're loaded with quality. They're highly competitive in price . . . high in performance . . . high in looks. And when you carry the Dearborn line you carry Dearborn's reputation, best selling tool of all!

the new 1955 Dearborn Room Air Conditioner

It's the air conditioner that gives your customers more for their money — gives you more features to sell.



the new 1955 Dearborn Fan-Type Evaporative Cooler

The Southwest's best known, most preferred evaporative cooler.



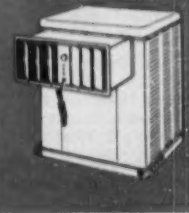
the new 1955 Dearborn Hobo Chef

The best looking, best performing barbecue equipment on the market at its amazingly low price.



the new 1955 Dearborn Blower-Type Evaporative Cooler

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S-5542, Electrical Merchandising
330 W. 42 St., New York 36, N. Y.

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By well-established, growing appliance manufacturer, with national distribution through hardware, electrical distributors. Requires young, aggressive, active sales manager now active in, and with a thorough knowledge of this field. Age: 35-45. Able to formulate sales and promotion plans, personally sell, hold sales meetings. Will spend approximately 25% of time with field salesmen. Salary and bonus. Excellent future assured. Location Western N. Y. Submit complete resume. Reply strictly confidential.

P-5089, Electrical Merchandising
330 W. 42 St., New York 36, N. Y.

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By well established, medium size, independent manufacturer of electro mechanical devices. Has national distribution through finest hardware, electrical distributors, department stores, mail order houses. Interested in new product to make and market. Basis outright sale or royalty.

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AGGRESSIVE REPRESENTATIVE wanted by nationally known manufacturer of a complete line of Fluorescent and slimline fixtures, including new type Plexi-glass bottom units. Deliveries prompt, and competitively priced, territories open in New England, New York, Pennsylvania, Illinois, Michigan, Texas, Florida, Louisiana, etc. RW-5288, Electrical Merchandising.

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MANUFACTURERS RHP, covering Fla., Ga., Ala., desires major appliances selling through jobbers and distributors. RA-4782, Electrical Merchandising.

WANTED

ANYTHING within reason that is wanted in the field served by Electrical Merchandising can be quickly located through bringing it to the attention of thousands of men whose interest is assured because this is the business paper they read.

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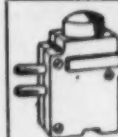
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SALES MANAGER AVAILABLE

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Sold outright or exchanged
Write for particulars
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McGraw-Hill Publishing Company, Room 2710, 330 West 42nd St., New York 36, N. Y.



Selling Kitchens

THE kitchen has always been the focal point of the home. From our pioneer days when great cook-pots swung over roaring wood fires, where families gathered to toast themselves before the hospitable hearth, where meals were eaten and friends entertained, the kitchen has always had a secure place in our lives and affections.

True, increasing mechanization of the home and the trend in later years to put the emphasis on "efficiency", tended to rob the kitchen of some of its old familiar charm. As modern appliances became more compact, it shrank in size; heating was banished to the basement; the pantry disappeared and built-in cabinets took over the food storage function; the Saturday night bath was promoted to a room of its own; the washing of clothes in wash boilers and set-tubs followed the heating system to the basement when wringer washers were introduced; the spring house gave way to the refrigerator and, more recently the freezer; wells and pumps vanished as pressure water systems brought their boon of an ever present water supply and even the heating of the water became mechanized.

OUR industry has been responsible for many of these far-reaching changes which are graphically portrayed in this issue. But we are a flexible industry and, as the concept of the "step-saving" kitchen began to lose favor in the minds of American women, we began to adjust our sights and our products to re-establish the kitchen as a more livable room in the home. We are expanding the area to make comfortable dining and entertaining possible again; we are warming the sanitary aspect of our appliances and cabinets with color; we are breaking up the traditional "furniture" aspect of our appliances into flexible units, or "built-ins"; we are introducing a host of individual small appliances to perform assorted cooking tasks; we are attacking the chores of food waste disposal and dishwashing electrically and we are even bringing clothes washing and drying back into the kitchen area with compact under-counter units.

Architects, builders, women's magazines and other moulders of public opinion and taste have made impressive contributions to the evolution of the American kitchen. But, in the final analysis, designers,

engineers and manufacturers of appliances bear the responsibility for making the dreams of the architects into practical working models. What is more, the theme of this issue is "Selling Kitchens", which means that the distributors and the dealers have inherited their share of the responsibility in seeing that these products are sold and installed. Much practical information on planning, designing, remodeling, selling, installing and financing this enormous potential of kitchen business is provided in this issue. But unless dealers revise a lot of their thinking and make concrete plans to participate in the business, it must necessarily go by default to builders, plumbers, "specialists", contractors, or some as yet unknown group with the imagination and facilities to do the job.

Dealers are already under fire because it is claimed that they no longer possess their once-famous specialty selling skills and are pre-occupied with discounting and price. Yet here is a vast kitchen business, relatively free from price worries, trade-in headaches, or competitive anguish; a business which means multiple sales, rather than individual ones; a business that is made to order for financing; a business, in short, that can put the dealer back in his rightful place as a *specialist* rather than a peddler.

MAKE no mistake about it. This industry never stands still; it is always changing. And the dealer who is not flexible enough to change may soon find himself left far behind competitively.

Kitchen business is *our* business. It embraces almost the whole gamut of appliance selling—ranges, refrigerators, freezers, water heaters, dishwashers and garbage disposers, washers, dryers, ironers, toasters, mixers, coffee-makers, clocks, exhaust fans, radio (even TV) and lighting—and the list is still incomplete. And if many of these devices continue to be increasingly "built-in" to one degree or another, or if they must increasingly be sold in a wide variety of colors, then we must begin thinking in those terms. We must become proficient in kitchen planning, design and decoration. We must become expert in installation and reliable in service.

And the time to start is now. It's later than you think. . . .

Laurence Wray
EDITOR

4
out
of 10
will sign
when you
follow
this
line

DISPLAY WRINGER WASHERS! Sales figures show 4 out of 10 women today won't buy anything but wringer washers—because of the lower cost, or cleaner washes, or speedier washing cycle. But they won't buy from you if they don't know you carry them. So display a full line and get your full share of wringer washer profits. And to make the profits come easier, demonstrate these exclusive Lovell features.

SHOW LOVELL AUTOMATIC SAFETY!

All doubts about wringer safety will vanish when you show how Lovell wringers keep you safe *automatically*. Do it by showing your customer how a light, instinctive pull on clothes releases roll pressure instantly on Lovell's new "62" Instinctive wringer, or stops the rolls on the Lovell "77" Instinctive. On standard model Lovell wringers, a feather touch on the release bar releases roll pressure instantly.

DEMONSTRATE LOVELL BALANCED PRESSURE!

Customers won't forget this impressive test. Run a clothes pin and a strand of yarn through a Lovell wringer at the same time. Point out how the rolls firmly grip the yarn—proof of Lovell's balanced pressure and thorough cleansing action that squeezes out dirt normally remaining. While you're at it, don't forget to mention Lovell's adjustable pressure for different types of fabrics.

DEMONSTRATE LOVELL AUTOMATIC INDEXING!

Show how there's no groping for a lock lever with Lovell Instinctive wringers. Give a Lovell wringer a quick push or pull to demonstrate how it automatically swings to the next operating position. And while you're taking the order, remind your customer that she can get her wash done *quickest* with a wringer washer and automatic dryer.

Lovell Mfg. Company, Erie, Pa. Also makers of gas and electric drying systems.



**PRESSURE
CLEANSING
WRINGER**

Lovell Manufacturing Co.
Erie, Pa.

Now, another exclusive from Kelvinator . . . more of the stuff more sales are made of!

"FURNITURE-FASHIONED" ROOM AIR CONDITIONERS FROM KELVINATOR!



NEW!

*Exclusive drop-front
closes the cabinet
when not in use!*



*A big selling step
forward from
the unsightly
dust-catching
open front designs!*

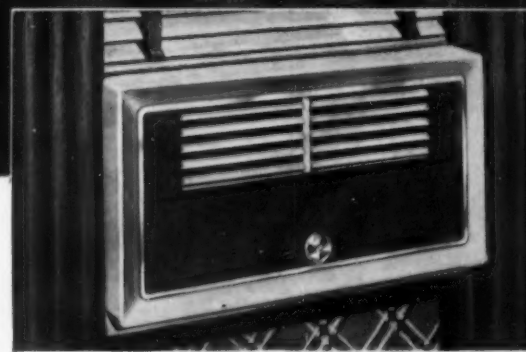
**BUILT FOR
PEOPLE WHO
CARE FOR
APPEARANCES!**

HERE'S another great exclusive from Kelvinator to companion the sales-inspired refrigerator, range, and laundry product lines already brought to you for 1955! . . . Here's the Kelvinator answer to the "ugly duckling" design, which has been the common fault of room air-conditioners for home and office use—and a real obstacle to sales . . . Here's a room air-conditioner your own wife would choose. Look at it from a prospect's viewpoint—and a salesman's, too! Look at its smart but conservative lines—its "furniture-furnished" rightness of design. Consider the style-appeal of its leather-textured drop-down doors, its rich, soft sandalwood brown finish and decorative touch in the gold-finished bezel . . . This is an air-conditioner you'll enjoy selling—because you need make no excuses for its appearance, its performance, or its price! . . . And in Kelvinator you have the quality name you don't have to explain and the surpassing satisfaction of a product designed by the oldest makers of electric refrigerators for the home!

Kelvinator

Division of American Motors Corporation, Detroit 32, Michigan

The Most Valuable Franchise in the Industry



8 New Models—To Meet Home and Business Requirements

- RAC-65** 1/2 H.P.—6000 B.T.U. Capacity.
- RAC-855** 3/4 H.P.—7800 B.T.U. Capacity.
- RAC-85D*** 3/4 H.P. Deluxe Model. Push-Button Controls—2-Speed Fan Control—Thermostat and Heater of 4500 B.T.U. Available for 115V or 230V Operation.
- RAC-85C** 3/4 H.P.—Casement Window Model with Push-Button Controls—2-Speed Fan—Adapter Kits for larger than standard windows or for installation inside closed windows.
- RAC-1055** 1 H.P.—10,600 B.T.U. Capacity—230V Only.
- RAC-105D*** 1 H.P. Deluxe Model. 10,600 B.T.U. Capacity. Push-Button Controls—Thermostat and Chromalox Heater of 6800 B.T.U. Capacity—230V Only.
- RAC-155C** 1 1/2 H.P. Deluxe Model. Push-Button Controls—2-Speed Fan—17,000 B.T.U. Capacity—Twin Cylinder Unit—Thermostat, 230V Only.
- RAC-205D*** 2 H.P. Deluxe Model. Two 1 H.P. Twin Cylinder Compressors—Push-Buttons—2-Speed Fan—Thermostat. Capacity 20,600 B.T.U.—230V Only.

*Designed for new high power factor specified by utilities for 1956.